

# THE REPORTER OF Direct Mail

advertising

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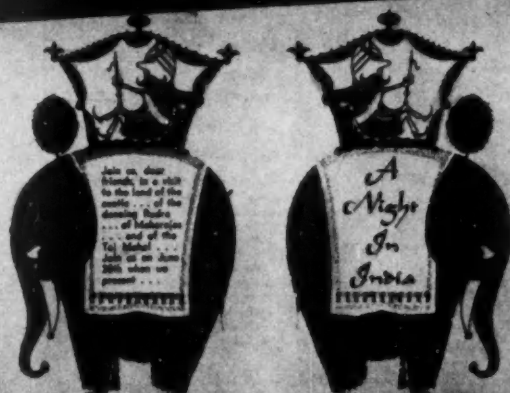
YOU ARE INVITED  
SOUTH OF THE BORDER  
TO THE LAND OF  
TEQUILA...  
EVEN HAired SENORITAS  
AND BRAVE MATADORS  
TO

## Mexico

THE LAND OF  
THE PERPETUAL FIESTA!

JUMPING BROOK  
COUNTRY CLUB  
proudly presents  
"A NIGHT IN ACAPULCO"  
Saturday evening.  
April 30th at 8:00 p.m.

## THE POPULATION **explosion** AT JUMPING BROOK COUNTRY CLUB



Mesdames  
et Messieurs

Proclamant

THE JUMPING BROOK  
APRIL IN PARIS  
NIGHT

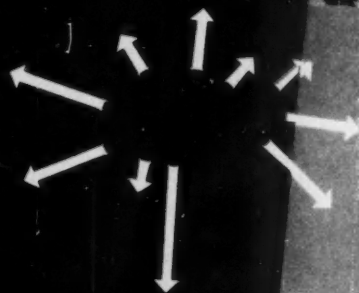
9th April, 1960  
Samedi: Noir  
(SATURDAY NIGHT)

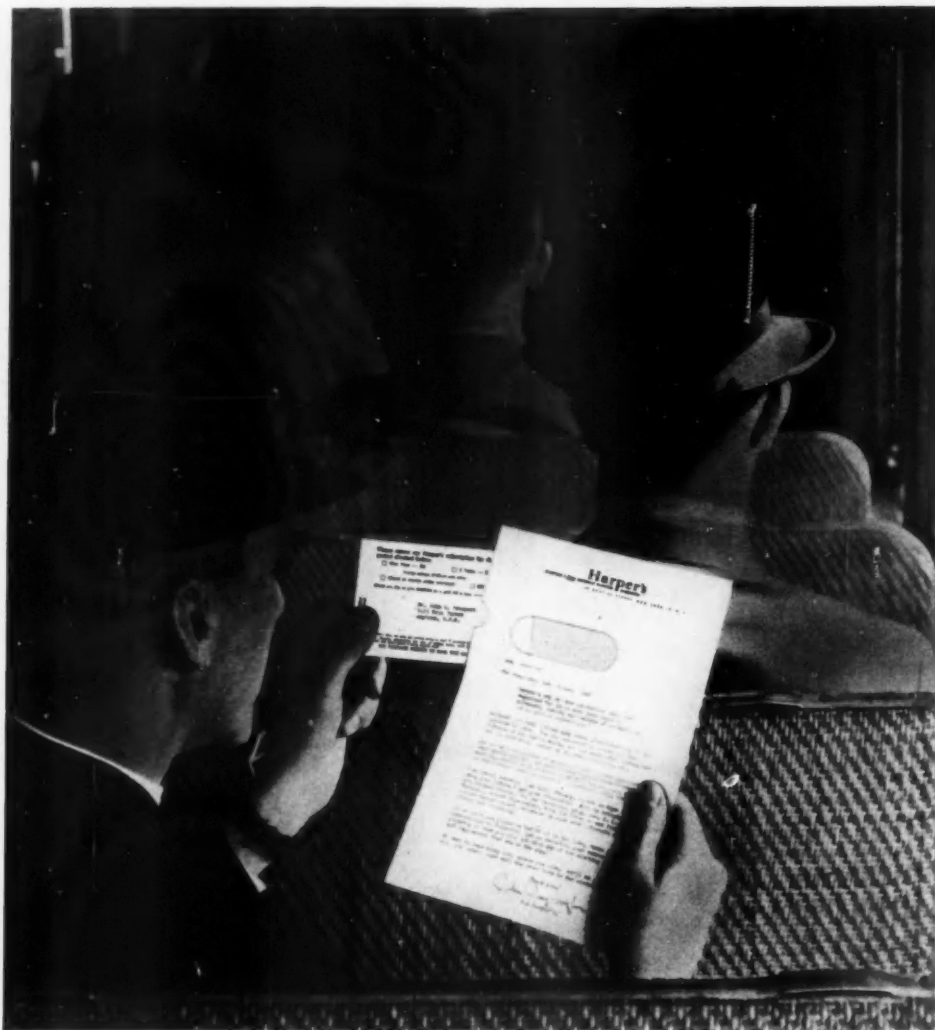


Also

### Another Mail Order Failure Case History

(Page 19)





**Next stop:  
the  
mail box  
at the  
station**

Wherever your message is read, low-cost Reply-O-Letter makes it easy  
for the reader to say, "Yes"!

That's one of the nice things about Reply-O-Letter. Replying is made simple.

No hunting for paper, pen or envelope. Nothing to sign, no stamp to find.

***Our man in the illustration will put that Reply-O-Letter built-in reply card  
in the mail – even before he says "good morning" to his secretary!***

Making it easy for the reader is one of the lessons we've learned in 26 years  
of successful direct mail experience. Users will tell you that low-cost  
Reply-O-Letter and the copy techniques developed by our staff of skilled  
letterwriters and artists have increased their results by 30% to 50%.

We'd like to do this for you.

Call us in or ask for our booklet, "The 3 R's of Direct Mail."

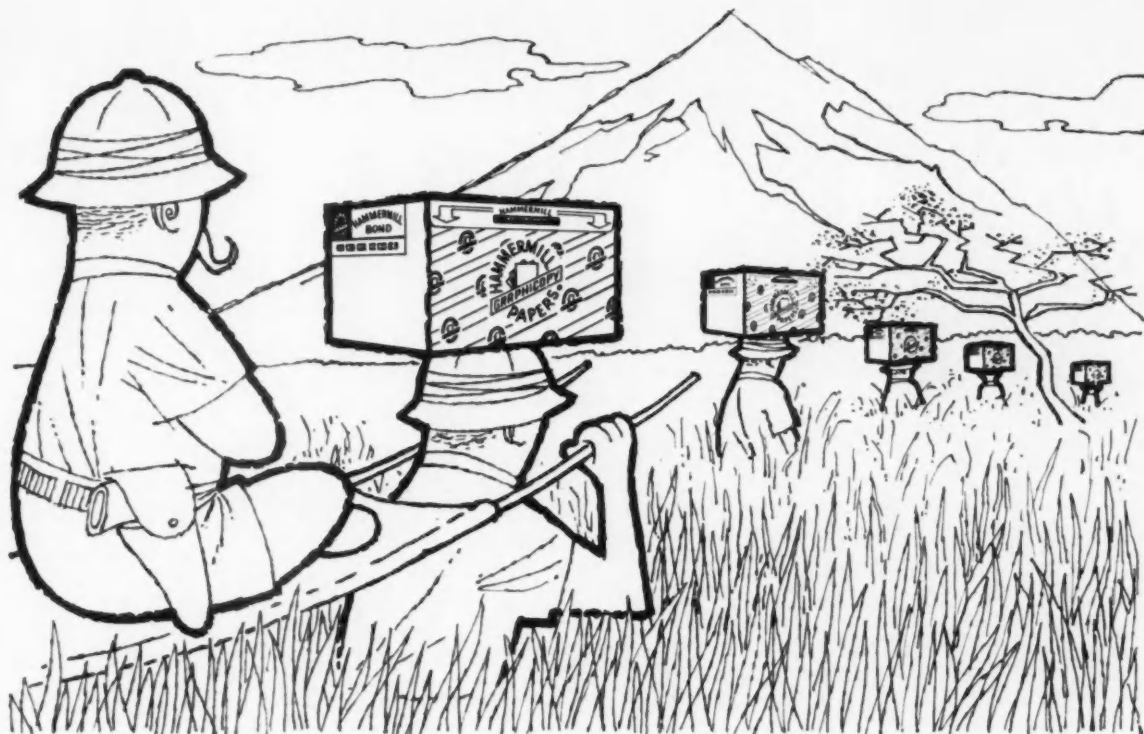
On your letterhead, please.

## **REPLY-O-LETTER**

6 Central Park West, New York 23, N. Y.

Offices in principal cities in the United States, Canada, England and Australia.





## How can you re-use Hammermill Graphicopy's sturdy carton?

**ON YOUR NEXT SAFARI?** Or would you prefer to keep these handsome cartons at work in your office? Many Hammermill Graphicopy® customers use Hammermill Graphicopy cartons as storage cabinets, delivery boxes, files and even extra wastebaskets.

Another reason why Hammermill Graphicopy cartons are so popular: they open easily and close snugly.

Of course, the *big* reason for collecting Graphicopy cartons is inside—Hammermill Graphicopy Papers. These 8½ x 11 and 8½ x 14 and larger papers are made for printing, duplicating and office use. They're made right to run right on your equipment. Ask your nearby Hammermill supplier to introduce you to Graphicopy Papers. Hammermill Paper Company, Erie 6, Pennsylvania.



It pays  
to know  
your Tension  
envelope  
specialist



Why? Because envelopes, like most other things these days, call for the knowledge and skills of a specialist. The busy buyer can't expect to keep abreast of all the newer money-making and time-saving envelope developments.

That's why a Tension representative is such a good man to know. He brings you the experience, accumulated know-how and actual samples of solutions to literally thousands of envelope problems.

What's the cost of his expert advice? Nothing. On the other hand, it pays you. Why not use it the next time you place an envelope order? The coupon below will bring you free samples that will show how Tension Envelopes are all ways better. Mail it now.

#### TENSION ENVELOPE CORP.

Campbell at 19th Street  
Kansas City 8, Missouri

Kansas City  
Minneapolis

Ft. Worth  
Memphis  
St. Louis

Des Moines  
So. Hackensack

Tension Envelope Corp. 363  
Campbell at 19th St.  
Kansas City 8, Mo.

Please send me Envelope Idea Kit No. 1

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## THE REPORTER OF Direct Mail advertising

Vol. 23, Number 4

August, 1960

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#### **PUBLISHING OFFICES:**

224 Seventh Street  
Garden City, L. I., N. Y.  
Pioneer 6-1837

**Henry Hoke, Jr.**  
Publisher

**Peter S. Fischer**  
Field Editor

**M. L. Strutzenberg**  
Business and Readers Service

**G. M. Bornbusch**  
Circulation

**M. K. Coleman**  
Advertising and  
Merchandising Production

#### **Editor:**

**Henry Hoke, Sr.**  
3 Bluff View Drive  
Belleair  
Clearwater, Florida

#### **ADVERTISING OFFICES:**

##### **NEW YORK**

**Steven C. Voorhees**  
224 Seventh Street  
Garden City, L. I., N. Y.  
Pioneer 6-1837

##### **MIDWEST**

**J. K. Rotskoff**  
605 N. Michigan Ave.  
Chicago 11, Illinois  
DElaware 7-0120

##### **WEST**

**H. L. Mitchell & Associates**  
1450 Lorain Road  
San Marino, California  
CUmberland 3-4394

The  
copy  
below  
was set at  
100 words  
per  
minute!

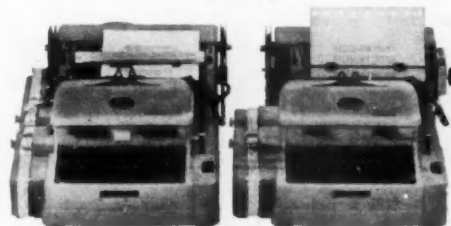
This copy was transcribed by a typist on the recording unit of a Friden Justowriter, thus producing both a first proof and a coded paper tape. The tape was then inserted in the reproducing unit which automatically prepared the repro proof at 100 words per minute, automatically justified and error free.

There is no faster method of preparing straight composition for reproduction.

The net output speed of the Justowriter is limited only by the speed of the typist. If she's a 70-word girl on an office typewriter, that's how fast she can operate the recorder. (There's nothing to slow her down: justification is automatically performed by the machine; errors are corrected by simply pressing one key.) Type faces? Take your pick of fourteen styles from 8 to 14 point.

© 1960 FRIDEN, INC.

These  
are the  
machines  
that did  
it!



Get full information from your Friden Man. Or write: Friden, Inc., San Leandro, Calif.

 **Friden**

SALES, SERVICE, INSTRUCTION THROUGHOUT U.S. AND WORLD

## INSIDE OCCUPANT MAIL

OCCUPANT  
239 N. 4th St.  
Columbus 15, Ohio

### QUESTION: HOW CAN I OFFSET THE 1/2¢ INCREASE IN BULK THIRD-CLASS POSTAL RATES?

**ANSWER:** If you expect to save that half-cent by cutting down on expenses in another area, you'll probably make matters worse. You'll find that decreasing the quality of your mailing will usually decrease its effectiveness. To the contrary you might even find if you spend a little more on the preparation you will realize a greater return on your mailing, and thus offset the higher postal rate.

Aside from spending more or less money here or there . . . and trying to juggle out enough savings to offset the postage increase . . . we believe the surest way to offset the cost is to bend all efforts to make the mailing more effective.

Let's examine what makes an occupant mailing more effective:

1. **Trading Areas.** We have mentioned the trading area many times, mostly because it is the most important single factor in effective occupant mail advertising. About the surest method of achieving a greater percent of returns is to eliminate from your lists all the non-productive areas. A store may draw an occasional customer from outside his trading area, but mostly the customers who mean continued business, increasing business, are those customers which are likely to be your regular customers. Occupant Mail should be aimed to increase your store traffic with potentially regular customers . . . which are found only in your trading area. And we mean your true trading area, which must be determined by careful analysis. Preferably in consultation with an occupant mailer.

2. **Deliverability—Profit.** We at OMLA take great pride in our ability to guarantee 98% deliverability, excluding vacancies, and . . . OMLA's lists do not include business addresses. OMLA's methods make it readily possible to select the most profitable trading areas . . . the ones you determine to be best and mail only into those areas. In addition you get the availability of unlimited mailing facilities, centrally controlled by the OMLA organization of experienced, efficient mailing experts.

We in Occupant Mail Advertising will weather the higher rate because it must be weathered. A little rain simply makes you put forth a little effort to keep dry. Let's put our effort into getting more effectiveness from our advertising.

By the way . . . our supply of Will Storing's well received book "How to Think About Occupant Mail Advertising" is getting a little low so write soon to be sure to get your copy. WOMIABNAS.

Les Cullman, President.

# OMLA

OCCUPANT MAILING LISTS OF AMERICA INC.

239 N. Fourth St., Columbus 15, Ohio



## SHORT Notes

### DEPARTMENT

We welcome your direct mail ideas and news items for this department.  
Send all material to Short Notes Department, The Reporter of  
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

**IMPORTANT TIP:** Sometime ago we mentioned that in certain states operators of alleged police and sheriff organizations were high-pressuring business concerns in other states to advertise in annual yearbooks or directories. The pitch is usually made by long distance telephone with followup by mail. More phone calls if "invoices" are not paid. The pitch usually infers that things will be tough, especially to shippers going through the state in trucks, if the advertisements do not appear in these legal enforcement journals. It is a shady business . . . but most people are afraid to complain because they don't want to get in dutch with any legitimate law enforcement agency . . . if the producers are part of such an agency. Your best bet always is to refer such high-pressure sales appeals to your local Better Business Bureau. But one *Reporter* reader has found a sure-fire method of killing off all further solicitation. When such calls come in from another state, and he determines the exact nature of the call, he simply interrupts the conversation to say, "I thought you would like to know that this call is being recorded." The conversation is ended right there. However, don't pull the recorder line until the caller has inferred that advertising would make things easier in event of a traffic violation. Note to BBB's: Might be a good idea to pass this tip along to your members.

**FRAUD DOESN'T PAY:** Why don't the shady businessmen learn that they will be caught eventually if they use the mails to defraud. The Post Office recently won indictments against 23 officers and salesmen of a California lending organization. They were indicted on 43 separate counts of mail fraud and one conspiracy count . . . promising to arrange loans for an advance fee. During a 14-month period during 1958 and 1959 . . . this organization mailed some 10½ million circular letters. Some printers and lettershops lost a juicy account, but if the proposition was so obviously fraudulent . . . why didn't the printer or the

lettershop, or both, be more particular about accepting a customer? We think the printers and lettershops could be of great help in cutting down on the fraud cases if they would refuse to accept all orders which look suspicious.

**A MAGIC CARD** has been used successfully by realtor Fred W. Newman of Newman Realty, 341 Hempstead Ave., Malverne, N. Y., according to an item in a newsletter of the National Association of Real Estate Boards. Mr. Newman supplies these cards to his 40 salesmen, who address and mail them at appropriate times. On the address side of the card is printed in large type the word "confidential." Underneath in smaller letters, "There is an important message on the other side of this card . . . to read . . . dip in water." When dipped in water the message on the other side of the card urges the recipient to contact the salesman at once since a home has been listed for sale which fits his needs. Mr. Newman might be willing to share a sample with *Reporter* readers . . . and *The Reporter* office can tell you the names of manufacturers of this type of card.

**THE TENTH ANNIVERSARY ISSUE** of the Lithographic Awards Competition Catalog is now available. It's a beautiful 100-page slick paper job . . . illustrating all the 1960 award winners. The production is financed by the advertisers who appear in the back of the book . . . suppliers to the award winners. Copies are obtainable from the Lithographers and Printers National Assn., 1025 Connecticut Ave., N.W., Washington 6, D. C.

**"ADVERTISING MIAMI"** has been produced for the second year in a row. It's an 8½" x 11", 86-page production of the Advertising Club of Greater Miami. It started out to be a directory of the members of the Advertising Club, but wound up as a fine illustrated description of all advertising activities in the Miami area. Both editions so far have been masterminded by Charlie



Traveling thousands of air miles per year in their Beechcraft Twin-Bonanza helps executives of Mail Advertising Corporation of America keep their mailing lists current. Here, President Jack

R. Cole (wearing dark tie) and Vice-President Don McLeese arrive in a Midwestern city to check established neighborhoods for changes. In background is Company Pilot Maynard Week.

*Mail Advertising Corporation of America tells why...*

## They Take The High Road To Supply You Better Mailing Lists

**How do you keep up with 40-million families? Jack R. Cole's answer:  
A 200 mph Beechcraft Twin-Bonanza!**

The nation's largest direct mail advertisers are regular customers of Mail Advertising Corporation of America—and it's easy to see why. This well-known company maintains a mailing list of over 40-million U.S. and Canadian families on IBM cards! Punched for family selection by income, home ownership and family size, this extensive card file is kept current by proven and new methods:

Telephone directories and other such sources help keep the list updated. "Family economic ratings" are double-checked with Census figures as soon as they are available. But President Jack R. Cole (an advisor to the Census Bureau) goes a giant step farther.

To keep in close personal touch with changing conditions, wherever they occur, M.A.C. makes use of a twin-engined company airplane. Their 200 mph, all-weather, Beechcraft Twin-Bonanza makes it easy for the company to make on-the-scene studies of economic and social characteristics of new housing areas anywhere in the nation. Their Beechcraft Twin-Bonanza can take company executives non-stop to cities 1,000 miles away to uncover facts needed to supplement plant research data!

On arrival, observing area development from the air through the large Panoramic windows of the plane gives the company an accurate picture of how and in what direction a city is growing... lets them take into consideration the effect the growth will have on established areas.

During long flights, the company executives frequently

work as they travel. Individual tables in the Beechcraft Twin-Bonanza make it easy for key men to study available information and arrive well-informed, ready to look for the facts they lack.

Conferences are often held en route with no conversational difficulty, thanks to the Twin-Bonanza's super soundproof design which seals out noise and vibration.

What's more, President Cole uses the plane effectively to keep in close touch with his eleven branch offices and plants scattered across the U.S. and Canada.

Making use of new ideas and modern equipment to keep mailing lists up-to-the-minute is a trademark of Mail Advertising Corporation of America. Customers will testify to the fact that these modern methods produce mailing lists that produce results!

Like to know how you can put a Beechcraft to work making money for *your* business? Write, wire or phone Robert Graf, Inc. for full information on the complete line of 200 mph Beechcrafts that make up "The Air Fleet of American Business". There's no cost or obligation, of course.

## **Robert Graf, Inc.**

**Authorized Beechcraft Distributor**

(Serving N. and S. Dakota, Nebraska and Western Iowa)

Municipal Airport • Box 1205 • Omaha, Nebraska

Phone: JA 2810



**Everyone's favorite  
reading . . .**

**SEN-BAK®**

**is right at the top of  
SENBAK.**

Your customer's name and address lead off your SENBAK message . . . which means that SENBAK gives your message *personalized* impact.

And you get three-way pulling power. SENBAK gives you the name on the envelope . . . on the letterhead . . . on the reply card or envelope . . . with *one* addressing.

Your saving on addressing alone will pay for the SENBAK package . . . and the *extra* pulling power of the SENBAK package is yours as a bonus.

For samples, your *free* Direct Mail Idea Kit, and a free subscription to our continuing Direct Mail Idea Service, just return the coupon below.

Dept. 5, **SENBAK**  
1355 New York Ave., N.E.,  
Washington 2, D. C. LA 9-1727

Gentlemen:

Please send me free, my SEN-BAK Mail Idea Kit, and enroll me as a subscriber to your Direct Mail Idea Service.

Name (Please print)

Title

Company Name

Street Address

City Zone State

Whitebrook and Paul Greenaway, past presidents of the Advertising Club. Since the DMAA convention will be in the Miami area this fall at the Americana (October 9-13) some of you might like to get hold of a copy. Suggest you write Charles H. Whitebrook, Bishopric/Green/Fielden, Inc., 3361 Southwest 3rd Ave., Miami 45, Florida.

**JUST BECAUSE YOU'RE NOT** the sales promotion manager doesn't mean you can't use direct mail effectively. Melvin D. Federman is an investment counselor for well-known brokerage firm Merrill Lynch, Pierce, Fenner & Smith, 1451 Broadway, New York 36. He's been sending out direct mail for the past 6 months, and so far it's paid off handsomely. His message isn't long or elaborate. It's printed mimeograph on a 4" x 5" sheet. Message reads: "If you would like to receive some of our literature from time to time—just put your (business) card in the enclosed prepaid envelope and mail." Results have been fine. He usually follows up right away by phone to find out if the inquirer is serious about investment or just a curiosity seeker. Seems like a good idea that could be adopted by others.

**A SMART ADVERTISING PROMOTION** piece from Flying Magazine shows creative thinking. The small (5" x 8½") black folder carries their familiar slogan: "You can find him anywhere but you can reach the businessman who flies with flying magazine." Inside, pasted to the third page, is a gate fold of reproductions of 7 different flying ads. A nice presentation. You might write for a copy if interested in new formats.

**"POOR RICHARD CHRISTMAS CARDS"** is a new line being promoted by R. H. Rimmer, sales manager of Relief Printing Corp., 63 Summer St., Boston 10, Mass. . . . reputed to be the nation's largest producer of business cards. The Poor Richard line is an attempt to get away from mass produced holiday business messages . . . and to substitute for the male population a more personal approach. The line consists of a series of small folders with attractive covers. The third page of each has die-cut slots into which can be inserted practically every type of present-day business cards. A personal message can be printed, typed or handwritten on the second page. You'll probably be seeing these cards later on in stationery stores throughout the country . . . but if you're

interested for current everyday adaptation, write to Mr. Rimmer for samples and literature. Incidentally, Relief sells all of its production entirely by mail.

**FOR ANOTHER FINE EXAMPLE** of image building and production description . . . you should see the 20-page, 9"x12" plastic-bound brochure titled *Craftsmanship in Gravure & Letterpress*, recently issued by Strawberry Hill Press, Inc., 23-02 49th Ave., Long Island City 1, N. Y. All pages printed on the slickest of high gloss paper. Brilliant illustrations explain how Strawberry Hill produces the most exacting printing jobs for exacting clients throughout the nation. Tip-ons show examples of some of the labels, wraps and soft packs produced by the millions every day. This one should surely be entered in the annual contest conducted by the Printing Industry of America . . . for printers self-advertising. The deadline for entries this year is September 30. For complete information on the contest, write to PIA at 5728 Connecticut Ave., N.W., Washington 15, D. C.

**A FINE IDEA!** Clark-O'Neill, Inc., 1 Broad Ave., Fairview, N. J., (specialists in mailing pharmaceutical direct mail) made an unusual announcement in a recent issue of their house magazine *Indicia*. During the Senate committee hearings on conditions in the pharmaceutical industry, a number of doctors expressed their objections to direct mail advertising, claiming it was a waste of their time and contributed to the high cost of drugs specified by the physicians. Clark-O'Neill announced that it was removing from their lists the names of all those physicians who vigorously expressed their objections . . . thus sparing them "further annoyance." We imagine those same physicians will be hollering to high heaven in not more than a year because they are not being supplied with up-to-date information on medical developments. Serves them right.

**IT'S ALWAYS INTERESTING** to hear about a restaurant using direct mail successfully. Joseph Wheeler, who operates The Normandy Inn at Normandy Beach, Ocean County, N. J., sent us a collection of the many birthday and anniversary cards they use for keeping in touch with carefully selected and indexed list of more than 8,000 names. There are also enclosures for children . . . announcing that a gift is awaiting them. Such contracts stimulate a fair return of birthday parties which include



# This direct mail offer is producing \$1200 to \$2100 GROSS SALES PER 1000 CIRCULARS!



**You carry NO inventory—NO stock! You NEVER take  
a markdown! All orders drop shipped to your customers!  
WE DO EVERYTHING—ALL YOU DO IS MAIL!**

**Do you have a customer mailing list?** Whatever its size . . . whether you've ever mailed an offer like this or not . . . even if you've never mailed any offer before . . . you should get all the details on this sensational mailer.

Everyone who has mailed it—camera dealer—jewelry or department store—furniture store or publisher . . . has secured unprecedented sales . . . an average of \$1500 per thousand circulars.

Research proves this offer creates new photographic customers, people who ordinarily would not be purchasers of photographic equipment.

**This outstanding 4-color mailing piece will bring the same returns for YOU!**

All you do is mail it. We do everything else: supply the full color circular, in any quantity, at our low, multi-million run price . . . even the letters and return cards, if you wish. You have no stock or inventory to bother with—no markdowns to cut your profit.

Make arrangements NOW for your test mailings. Be all set to cash in on your full mailings in the peak-selling Fall months ahead.

**All Inclusive Bell & Howell Home Movie Outfit Includes unheard of 2-YEAR FREE FILM OFFER!**

This amazing offer even includes all the black and white film your customers want for the next 2 years—ABSOLUTELY FREE! What they save on

film actually amounts to more than the price of the entire outfit in a few years.

What's more—they get 2 FREE ROLLS OF FILM to use—and keep whether they buy or not!

There's never been an offer like this before. Small wonder it's bringing in the greatest dollar volume in our entire history for every one of our clients. Get in on this offer now—mail coupon today!

Mail today for full details and prices

**THE  
sloan-ashland  
DIVISION**

1453A Merchandise Mart, Chicago 54, Ill.

Sellers of Merchandise through Promotion

THE SLOAN ASHLAND DIVISION, 1453A Merchandise Mart, Chicago 54

I would like complete information on making a mailing of your Bell & Howell Matched Home Movie Outfit Offer.

Your Name \_\_\_\_\_

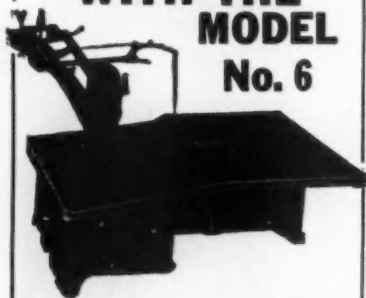
Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

**NATIONAL**  
BUNDLE TYER CO.  
Blissfield, Michigan

### Missing Something?

You sure are if you are not reading Direct Mail Briefs from Bringe. It's a four-pager that doesn't pretend to have all the answers but does ask a few pertinent questions.

If you think your mail can be improved (and who doesn't?) you might find the thought starter in Briefs that makes things happen. It's free for the asking and doesn't bring with it a lot of unsolicited sales promotion.

Write today.

Paul J. Bringe, Inc.  
219 E. Michigan St.  
Milwaukee 2, Wisconsin



**Copywriting Studio**  
**Confidential Work**  
Add 26 copy experts  
to your staff—but not  
to your payroll—get a  
top creative team for a  
pre-agreed per-job fee.  
**Persuasive Communication**  
any kind — any medium

MU 3-1455  
270 Madison ny 16

the children (who receive appropriate books or other gifts). At other times during the year the list is used to build holiday and everyday business as well as promote relishes which are sold in the gift shop. This proves again that direct mail doesn't necessarily have to be a multimillion operation. It can be a simple day-by-day keeping-in-touch with the prospective customers of an independent small business.



□ **ART STUDIOS ARE HEAVY** on direct mail production, says a recent C.A.M. Report "Trends in Creative Advertising Management" published by the publishers of *Art Direction*. In a survey of 42 studios more than 20% reported that 50% or more of their billing was for direct mail. This compares with percentages for other assignments such as 5% to 30% for display; 4% to 45% for packaging accounts; and ½% to 45% for TV.



□ **ONE OF THE BEST HOUSE MAGAZINES** published is Gulf Oil's *Orange Disc* which comes out 6 times annually. March-April issue included an article entitled "Why Do I Get 8 Copies." Story concerned the problem of duplication in mailings to stockholders. In the case of many companies who send out house magazines, stock certificates, dividend checks, annual reports, etc., this can be costly. Unlike other lists, these large firms are handicapped in their list cleaning procedures. Every stock account according to law, must be listed exactly as received. Therefore a John A. Smith at 101 Hooper Street must be entered separately even though there is a J. A. Smith at the same address in the file. There are at least 8 different ways a shareholder may have his account listed, and for each listing he receives a copy of every mailing. Many times these variations of name are intentional for very valid reasons. Gulf is mailing to shareholders asking them to consolidate accounts where there is no reason for separation, and where there is, asking stockholders to give them authority to send only one annual report and other shareholder dispatches. Makes sense that shareholders should cooperate. After all, it's their money.



□ **COINCIDENTALLY, ANOTHER HOUSE MAGAZINE** from another oil company, Skelly Oil's *Skelly News*, features a story on their latest mail offer to credit card holders. All card holders received an offer of a \$3.95 raincoat for

99¢ if they would take the card to their local Skelly station and order it. No purchase other than the raincoat was necessary. Coat was then shipped and billed directly by Skelly to the cardholder at the 99¢ price. Object was to help Skelly station owners secure new customers from Skelly card-holders who were not necessarily steady customers.



□ **GROUND WAS RECENTLY BROKEN** marking beginning of construction of what will be the largest direct mail advertising plant in the United States. Reuben H. Donnelley's new plant, located at Oak Brook, Illinois, will be in operation by March 1961, and will employ 1,800 persons, according to Donnelley. Participating in the ceremony




were: (l to r) Earl Barnhart, regional operations manager; Lester M. Barritt, assistant postmaster; John Naser, field services officer, (all from the USPO); Hamilton B. Mitchell, vice president, Curtiss E. Frank, president, and David L. Harrington, chairman of the board of Reuben H. Donnelley Corporation.



□ **HOW TO ADD \$100 per M** to your mailing costs—tip a dime on to each mailing piece. This device was used effectively in a recent mailing by Commercial Printing and Letter Service Company, 1015 N. Hawkins St., Dallas, Texas. Front flap of this folded card carried a die cut test tube showing through to back flap on which the dime was secured by scotch tape. Copy read: "CPLS Alchemy (Planning) gives you ten for ten," went on to explain that with their printing and letter service you received full value for every dime you spend. Clever copy.



□ **AN UNUSUAL FOLDER WAS USED** by Herbeck and Held Printing Company to promote their new H&H Typographic Service (1117 Wolfendale Street, Pittsburgh 33, Pa.). Cover of this folder (printed in sepia) is an aerial view of a printer's type box. Close examination of the cubby holes in the box show a variety of items besides type (e.g., conch shells, a flower, foreign coins and stamps, the claw of a crab, a safety pin, a punched train ticket and so on). One cubby hole is die cut to show through to second flap, and pictures a printer's



**it's new**

**it's different**

**it's educational**

# **43RD DMAA CONVENTION**

WHAT'S NEW UNDER THE SUN? The 43rd DMAA Convention to be held in Miami Beach on October 9th through the 13th. . . . Some 1200 leaders in the field of direct mail will meet, work, learn and enjoy themselves at the Americana for 3½ event-packed days. Now don't let those bright colored shirts and those well tanned faces fool you. These will be serious minded businessmen with one prime purpose and that is to come away from the meeting with a fresh supply of practical ideas to be used in their own direct mail operation. Don't forget, these executives represent millions of dollars worth of buying power.

If you offer a creative service; or manufacture paper, envelopes, specialty items; if you are a printer, lithographer or operate a lettershop; if you are a list broker, compiler, owner; then you will want to contact the DMAA conventioners and tell them your story. The fastest and most effective way to do this is to place an advertisement in *The Reporter*. This is a rich market that should not be bypassed for lack of action. Let *The Reporter of Direct Mail Advertising* act for you.

Staff members of *The Reporter* will be present at the meeting, and will make available to each delegate a copy of the October "Convention Issue." This will be the biggest issue of the year both in advertising lineage and editorial space. And bear in mind that not only will your ad reach the conventiongoers, but also 11,000 other direct mail users through regular circulation distribution.

Phone or write our advertising department to reserve your space in the October "Convention issue." Closing date is September 1st, plates needed by September 10th.



THE REPORTER OF

**Direct Mail**

advertising

THE MAGAZINE OF BUSINESS PROMOTION

224 Seventh Street, Garden City, L. I., N. Y. Pioneer 6-1837

Master Copper  
Powderless  
Etching  
Machine



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Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middletone and shadow areas.

**HORAN  
ENGRAVING CO.,**

44 West 28th Street, New York 1, N. Y.  
Murray Hill 9-8585

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## OVER WORKED

### TRYING TO REACH THAT TYCOON?

GIVE AHREND YOUR  
TOUGHEST PROMOTION  
JOB—And watch the orders  
pour in!

Let us create the sales idea, copy, and art; handle printing, production, and lists... to produce higher returns per dollar. (Or use your pet printer, if you prefer.)

Single job assignments or retainer basis.

Call Herb Ahrend...  
PLaza 1-0312.

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FILMS FOR TV AND BUSINESS • MAILING  
LISTS • MAIL ORDER CAMPAIGNS

hand holding a wooden stick. This (it turns out) is Herman A. Selvaggio, H&H's new director of typographic service. Format on this one is unusual, almost frightening. Makes you wonder what Salvador Dali might do were he an art director for the Book-of-the-Month. This is a clever piece that words can hardly describe, so if you'd like to see it, why don't you write for a copy.



□ **ONE OF THE FUNNIEST BOOK-LETS** we've seen in a long time has been published by Master Graphic Service, Inc., and mailed out to customers and prospects as a self promotion piece. This 16-page black and white booklet called "A Pocket Guide to Practically Everything" spoofs Master Graphic through a series of photographs and captions. Photos feature the facile face of Stanley Taxel of Master Graphic. One, for instance, shows Taxel dressed in business suit, but wearing Frank Buck pith helmet and carrying a whip. Caption reads: "I head a trained, well-disciplined staff!" A very clever treatment, and one you ought to see. If there are any available, you can probably get a copy by writing Mr. Taxel at Master Graphic, 150 West 22nd Street, New York 11, N. Y.



□ **MEAD PAPER COMPANY** has just issued version number four of their "Clip Tips." This portfolio contains 18 sheets crammed full of line art ready for camera. Included are cartoons, printed heads, captions, and even art work for reproducing your own business reply cards. In addition, there's a chart which shows how different typewriter faces will look when reduced 25%, 50%, etc. The latest "Clip Tips" is available free if you'll write on your letterhead to Mead Paper Co., 118 W. First Street, Dayton 2, Ohio. Speaking of Mead, next month and through most of October, they will repeat their display of Annual Reports at The Library of Ideas at their New York City office, 230 Park Avenue. If you've missed this previously, you might look in and see what companies large and small are doing in the way of these reports.



□ **A POINTED MESSAGE** comes from Arfax Printing Company via a recent mailing. This simple folder carries the legend on the front: "Here is Your Penny Back," with a tipped on penny showing through a die cut hole. Inside copy reads: "The last time you mailed an invoice or a statement, chances are you did not use up the 4¢ you paid for

postage. You were entitled to 1 ounce for 4¢ and a letter or statement usually weighs less than one ounce. Let us help you get your money's worth by designing a mailing piece to go out with your bills and correspondence." You might get a copy of this mailer by writing Arfax at 102 E. Fairfax St. Falls Church, Va.



□ **1,465,000 PIECES OF MAIL** were undeliverable by the Detroit Post Office for the period of one month, according to Jerry Sklar of Michigan Advertising Distributing Company (4444 Cass Avenue, Detroit 1). Jerry obtained this information from the Detroit P. O. and figure doesn't include surrounding suburbs. Included in this figure of almost 1½ million are 480,000 third class pieces returned to sender, and 600,000 destroyed. This information was transmitted to M.A.D.'s customers and prospects via a large postcard which emphasized the need for accurate and up-to-date lists. An effective promotion.



□ **SPEAKING OF MICHIGAN ADVERTISING** and Jerry Sklar, this enterprising direct mail man has put the corner post office box on wheels. He



converted a 1½ ton 1960 Ford by adding a false top, a little decoration and voila! he has a rolling advertisement for M.A.D. and direct mail in general. Jerry plans to convert his present 15 truck fleet into this type model.



□ **SELLING SECOND-HAND AIRPLANES** by mail isn't a usual occupation, but we've had a couple of fine mailing pieces from William C. Wold Associates, 551 Fifth Avenue, New York 17, N. Y. First one we received was a simple tri-folded card, maroon ink on

ivory stock, offering a B-23 Executive. Copy included features of the plane, specifications, and also stated "owner would consider a light twin-engined aircraft in trade." Second piece arrived shortly thereafter. This was a 16 page booklet, printed black & white on egg-shell finish, fully describing a used DC-3. Plenty of illustration takes the recipient through a photographic tour of the plane.



□ **HUGH MARTIN**, Credit Sales Manager for The Addis Co., 449 Salina St., Syracuse 2, N. Y. has become something of an inventor. You may remember Hugh from his article in the June issue "How To Promote To Inactive Accounts." Hugh has developed a self-mailing return statement for use with the store. Has been trying two years, finally succeeded in obtaining a patent on this envelope format. It's a simple folded sheet, but can be sealed on all sides to conform with proposed regulations on envelope formats and sizes.

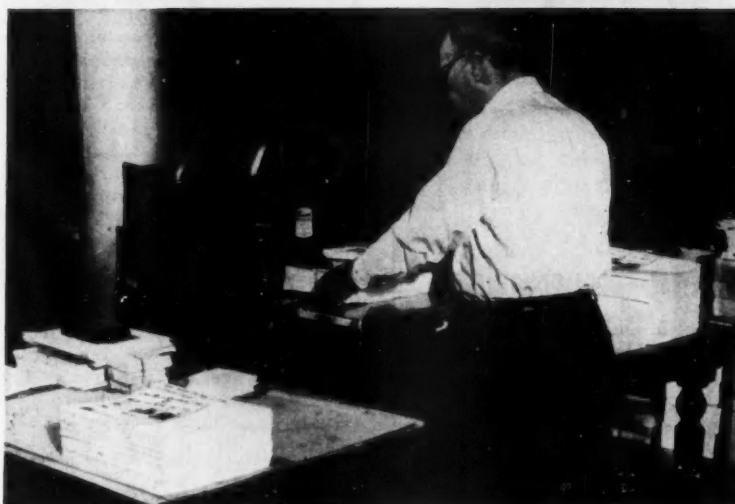


□ **REYNOLDS ALUMINUM** (Richmond 18, Va.) recently mailed out an interesting direct mail "mobile." The french-fold piece had an elongated back flap and a shortened front flap. Caption on the first flap read: "Want to make your carton stand out from all others?". Facing on the second flap was a line illustration of a gift box with die cut holes scattered on the package with aluminum showing through. When the first flap is opened, it pulls the aluminum sheet into a new position which changes the aluminum holes into polka dots of metallic blue, green, red, gold, and copper. Copy reads: "A Reynolds Aluminum foil carton makes the difference." This piece was prepared for Reynolds by Keller-Crescent Co. graphic arts service, 16-26 S.E. Riverside Drive, Evansville 8, Indiana, and was used by K-C as a promotion piece to advertise their own talents and facilities.



□ **MASA CONVENTION DATE** is drawing near and you may want to make your reservations with Mike Buda, General Convention Chairman. (You can reach him c/o R. L. Polk & Co., 899 W. Baltimore, Detroit 2, Michigan.) Convention will be held September 17-20 at the Sheraton-Cadillac Hotel in Detroit. Some of those who'll speak include Bob Hemmings (Smith & Hemmings), Senator Olin D. Johnston (D.- S.C.), Tom Tucker (Campbell-Ewald), Paul Bringe, Orville Reed, John Yeck (Yeck & Yeck), and

# TIE IT / SAVE



At Addresso Mail Service, Chicago:

## Bunn Mail-Tying Machine repays its cost 3 times over in labor savings alone!

"Our Bunn Tying Machine," reports Andy Schmitz, owner of Addresso Mail Service, Chicago, "has been one of the best investments we've ever made."

"In the 5 years we've owned it, our Bunn Tying Machine has been in use about 60% of the time. On this basis, we figure it has repaid its full initial cost 3 times over in labor savings alone."

"As for dependability," adds Mr. Schmitz, "we have needed service only once over this 5-year period...at a cost of less than \$16.00."

**Ties all sizes, all shapes.** Fully documented reports like this are typical...particularly in the mail-

ing and letter service field. That's because the Bunn Machine adjusts automatically to any envelope shape or size...and to any thickness of bundle.

**Operation is simple, positive.** You just position your bundle, then step on the treadle. Instantly, you get a complete wrap and tie...in 1½ seconds or less. Beats hand-tying methods by as much as ten to one. And the tie is always uniformly tight...a very important factor in all types of mailings. **Send today** for full data on how Bunn automatic tying can cut costs for you. Use the handy coupon below.

# BUNN

PACKAGE  
TYING  
MACHINES  
Since 1907

**B. N. BUNN CO.,**

Export Department: 10406 South Western Ave., Chicago 43, Ill.



### GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

MAIL COUPON NOW FOR MORE FACTS

**B. H. BUNN CO.,**

RD-80

7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.  
☐ Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## HOW TO REACH HIGH SCHOOLS AT LOW COST

We have the most up-to-date, qualified list of 23,000 high schools in the U.S.A. This list is available for addressing your promotions at a truly low cost. For complete information on how to effectively reach the nation's high schools, write, wire or phone — NO OBLIGATION of course!

**BOB MAXON, President,  
SPECIAL CORRESPONDENTS Inc.**

**230 E. Ohio St., Chicago, Ill.  
DElaware 7-1065**

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**V. P. MacMahon, New York**  
17 East 48th St., New York 17, N.Y.  
Telephone: Plaza 5-1127

**M. D. Lloyd, Cleveland**  
11863 Edgewater Dr., Lakewood 7, Ohio  
Telephone: Academy 1-2368

**Lloyd R. Mueller, Wisconsin**  
2644 North 30th St., Milwaukee 10, Wisc.  
Telephone: Hilltop 2-7427

**Mrs. John Turk, Los Angeles**  
564 So. Van Ness, Los Angeles 5, Calif.  
Dunkirk 4-2558



**Before you  
make your  
next mailing  
... CHOOSE  
FROM THE  
1/4 BILLION**

## MAIL ORDER BUYERS INQUIRERS and PROSPECTS

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:

**Moseley** MAIL ORDER  
LIST SERVICE, Inc.  
MAIL ORDER LIST HEADQUARTERS  
Dept. R-67  
38 Newbury St., Boston 16, Mass.  
Charter Member National Council  
of Mailing List Brokers

others. Incidentally, nominations are now in order for the annual Miles Kimball Award which will be made at the convention. Eligible are originators of new methods or machinery, users of direct mail who have significantly influenced the industry, authors, teachers, and creators and producers of outstanding direct mail. Nominations should be sent to Elias Roos, Jack's Letter Service, 135 W. Wells St., Milwaukee 3, Wisconsin.

☐ **VARIETY STORE MERCHANDISER** ran in its June issue a Midyear Preview of Christmas 1960. Some comments: "Direct mail will be encouraged by many chains. Simple, friendly letters from our local managers, a merchandiser said, can boost turnover of greeting cards, decorations and trees long before any hint of Christmas appears in our stores. Letters will go to local clubs, hospitals, merchants, schools, and so on, urging them to buy goods in bulk before the rush begins."

☐ **RETAIL STORES** seem to be paying more attention to direct mail according to clippings from Fairchild Publications (7 E. 12th St., New York 3, N. Y.) sent to us by Stew Jurist (formerly of DMAA). For instance, a story in *Daily News Record* tells how the George Muse Clothing Co. in Atlanta uses direct mail successfully to promote Father's Day sales. Another *News Record* story explains how Hamer & Berg men's store in suburban Spokane, Wash., promote by direct mail. *Home Furnishings Daily* carried an interesting story about the W. W. Winchell Co. (furniture) of Sioux City, Nebr., describing their continuous direct mail operation. *Women's Wear Daily* recently ran a feature giving pro and con arguments for Christmas catalogs in the department store field. With so much growing interest in direct mail, perhaps *The Reporter* should start a special section for retail case histories.

☐ **QUESTION?** Is there an enforceable patent on the three-wing self-mailer with a perforated addressed card attached which shows through die-cut window? The answer is definitely "no." We fought that battle back in the late 30's when several firms claimed to have "patents" and collected royalties from "violators." We proved that the same identical format had been used widely around 1917 . . . long before the latter-day patentees were in business. It's true that there have been registered names for the format . . . but that does not prevent use of format. That was the trouble with most of the patents in the direct mail field. They

were simply adaptations of long-known and used techniques in the graphic arts.

☐ **SPEAKING OF PATENTS** (above) reminds us of Harmon Elliott, now retired in Stuart, Florida . . . formerly head of Elliott Addressing Machine Co. of Cambridge, Mass. Back in the late 30's Mr. Elliott defended our position when we got into trouble with "patent owners." He proved that he had used the contested format around 1914. Recently, Harmon Elliott produced a remarkable book for private distribution to the associates who helped him build the company. It's a 58-page, 8½" x 11" hard cover, gold stamped souvenir affair. A pictorial story of the Elliott family, the hundreds of inventions, growth of business, pictures of all employees. It also includes an explanation of why, when he sold the business in 1956, Harmon Elliott decided to give \$1,450,353 to employees of long service . . . for pleasure of giving.

☐ **A PRAISEWORTHY CAMPAIGN** is being conducted by the International Paper Company. *Fortune Magazine*, *Reader's Digest*, etc. are carrying dramatic, colorful spreads emphasizing the importance of reading . . . showing how business and professional leaders have been the largest readers of magazines, books and newspapers. Hope you've seen the ads or the direct mail followup. Wonderful copy. Which reminds us . . . old friend Irving Mack of Filmack Trailer Co., 1327 S. Wabash Ave., Chicago 5, Ill. thinks that is one of the troubles with advertising and direct mail people . . . they don't read enough. Doctors, lawyers, engineers, accountants, etc. can't stop studying after they are graduated from school. They must read their technical journals and books to keep abreast. Irv thinks many advertising people believe their college textbooks taught them all they need to know. It requires constant reading to keep the mind alive and filled with fresh ideas. Union Bag-Camp Paper Corp. in its sales training, hangs this sign in front of the students: "The man who graduated yesterday and stops learning today will be uneducated tomorrow."

☐ **IT'S TOO BAD** fund raisers will not learn that if they get involved in shady deals they will eventually be exposed. According to the papers, latest scandal concerns the reputable Sister Kenny Foundation in Minneapolis. Seems to be another case of money-hungry lay administrators getting tied up with the wrong type of professional fund raisers.



Minnesota Attorney General claims that in one campaign which raised around a million-and-a-half dollars, only 1½% was used for medical purposes. All the rest reportedly went for mailing expenses and to the promoters. As an immediate result of current exposures, Foundation's board has been reorganized and new administrators appointed. Too bad this had to happen . . . but should be a warning to all charity organizations to BEWARE!



□ **SOME POST OFFICES** are still irritating users of Form 3547 by notifying mailer that addressee has "moved" to a post office box, even though the plant or office has not moved. Post Office Department officials claim it's in the rule book and they can't change it. But mailers want the real address if they use their lists for salesman followup. Some postmasters, wise in direct mail, do not follow the rule book, so do not give post office box on Form 3547. Others follow the rule religiously and cause havoc in list maintenance. One of our friends has been forced to give up Form 3547 entirely. Only solution we see is . . . for all those affected to keep complaining to Washington. Weight of complaints may induce a simple change in the rules.



□ **A PROTEST:** The American Technical Society, 850 E. 58th St., Chicago 37, Ill. is mailing a form letter (signed by a G. J. Smith) seeking inquiries about home training courses in accounting, business administration, drafting, electronics and five other fields. *Reporter* readers who have received or seen these letters enclosed in a yellow window envelope are indignant about the postage meter impression. It carries the line "nonprofit org." and the amount indicated is just half the amount commercial users must pay for bulk third-class mail. If the American Technical Society is entitled to a non-profit rating for its mail order training courses . . . then the International Correspondence School, LaSalle, Famous Artists . . . and all the other mail schools should descend on Washington to get in on the deal. Just think what they could do with the money saved by cutting their postage bill in half. If Mr. G. J. Smith can come up with a reasonable excuse for this seeming abuse of the exempt charitable postal rate . . . we'll be glad to pass the news along.



□ **THE POSTMISTRESS** at Norman, Okla. found this note on a stamp-vending machine which had frequently broken down: "You fight rain, sleet, snow and hail; why can't you whip this cotton-pickin' machine?" •



A Cupples PERSONALIZED envelope is just your type. We offer you 60 years of experience. Let us assist you in increasing your direct-mail advertising returns.

Our art department is at your service with an unlimited supply of fresh ideas for your direct-mailings, free of charge.

1898 - 60th ANNIVERSARY - 1958

**C**upples  
envelope co., inc.

360 Furman Street Brooklyn 1, New York TR 5-6285, 6, 7, 8, 9

OTHER OFFICES: BOSTON • WASHINGTON • PHILADELPHIA



## the population explosion

### AT JUMPING BROOK COUNTRY CLUB

by

Peter S. Fischer

Field Editor

**L**AST Christmas season, the members of Jumping Brook Country Club rattled about its halls and grounds, exchanging greetings, and toasting the Yule and the New Year to come. But it was a hollow hilarity. Jumping Brook was dying slowly. The members numbered barely 100, and the grounds and buildings were showing signs of long atrophy.

The next month (January, 1960) New Jersey businessman Herman Perl bought Jumping Brook, and overnight, the Perl magic began to transform the club into a dynamic hub-bub of activity. By July, Jumping Brook could boast of nearly 500 members with more joining the rolls daily. The air was scented with the laughter and good fellowship of an eager enthusiastic membership. The atrophy that had been squeezing vitality from the club was no more.

#### Perl's Purpose Is Profit

Herman Perl is no Merlin, no Houdini—but he (along with his advertising directors Gil Carroll and Shel Glassner) has an alchemist's touch with the written word. His shrewd promotional efforts and keen ability to spot opportunity in unlikely places has earned him nationwide fame as an outstanding businessman.\* Perl's motive in purchasing Jumping Brook is the same that has

guided him in other ventures — the opportunity to make money. But in the bargain, he's providing hundreds of people with recreation they might otherwise be unable to afford.

Shortly after he purchased Jumping Brook, Perl called the existing membership together for a meeting. He told them the club had two alternatives. One was to stay exactly as they were with limited membership, run down facilities, and poor member participation. (Actually Perl had no intention of allowing this, but shrewdly forwarded the idea as a poor choice of action. He guessed rightly that the membership would choose the second alternative.)

His second plan was a simple one. Perl agreed to sink between \$75,000 and \$100,000 into improvements for the club. In addition he would expand membership and create an enthusiasm that would skyrocket attendance at club functions and put Jumping Brook on a sound financial footing.

#### Newspaper Ads Draw Inquiries

The first step was to place newspaper advertising in the papers in the vicinity of Neptune, N. J., location of Jumping Brook. Many leads from these ads were immediately converted into memberships, while others were placed on a prospect list. Through these space ads and word-of-mouth

\* *Ill Wind In Their Sales*; March, 1960. P. 31.

endorsements, membership sharply rose.

A special Swim Club was instituted, separate from Jumping Brook membership. Participation in the Swim Club was open to members and non-members, with special rates for J. B. members. This club was promoted with a cute direct mail piece featuring a die-cut umbrella. Many Swim Club members eventually converted to Jumping Brook members.

Two types of memberships are available at the country club. The first, V.I.P. membership, requires an annual dues fee of \$250.00. The second category, Associate Memberships, costs \$25.00. About 1/4 of the members belong to the V.I.P. category.

The basic advantage of the more expensive membership is golf privileges. While all members may use the links, associate members are required to pay greens fees for each round. (\$4.00 weekdays, \$5.00 weekends.) V.I.P.'s pay no greens fees. Moreover, V.I.P.'s have bumping privileges at the first tee; that is, if a line of five or six foursomes are waiting at the tee, and all are associate members, a foursome of V.I.P.'s gets preference in teeing off. May sound undemocratic, but that's why they're paying \$250.00. Naturally, most of the club's V.I.P.'s are avid golfers.

New members are carefully screened by the management. With a nominal \$25.00 annual dues fee, almost anyone has the funds to join; so Jumping Brook carefully investigates all prospective members, checking their local reputation, character and credit standing. Every effort is made to reject undesirables, and thus far, they've been successful. Basically, the type of membership has changed very little. In pre-Perl days, a member was a successful businessman with a low five-figure income. Members today are a little younger, perhaps, but still successful business and professional men in the \$8000-9000+ category.

#### Participation Is the Key to Profit

By now, you may be mentally manipulating figures and trying to figure how Perl can make a profit with 3/4 of his members participating at \$25 annually. The key to success is club participation in activities, and the use of the club for non-club functions. Included in the latter group would be wedding receptions given by members, eating out at the club with the family or for entertaining businessmen. The prestige value of

**THE JUMPING BROOK SWIM CLUB 1960 SEASON**

**JOIN NOW**  
at the LOWEST membership rates for the FINEST in "swim 'n relax" clubs!

**ACTIVITIES INCLUDE:**

- lifeguarding instructions
- swimming
- non-swimming youngsters
- refreshment stand
- arts and crafts program
- for youngsters and adults
- swimming competitions
- for youngsters
- (with trophies and emblems)
- volleyball
- badminton
- archery
- horseshoe pitching
- organized softball leagues

**A Country Club...**

**Dedicated to The Gentry**

JUMPING BROOK, located in Neptune\*, where the tangy salt air is spiced with pine breezes, is not just a Country Club... it is a Way of Life.

Enjoy golf as you've never before enjoyed it... on a truly challenging 18 hole course.

Enjoy swimming at the colorful Jumping Brook Cabanna Club... and after an invigorating dip, relax in the sun... for Jumping Brook is dedicated to your relaxation.

Take your pick of three different (and intimate) cocktail lounges including the plush Fireside Lounge.

Relish cuisine that tells you you are a welcomed guest.

\*JUST 42 MINUTES VIA THE GARDEN STATE PARKWAY

LIMITED APPLICATIONS STILL BEING ACCEPTED FOR "V.I.P." MEMBERSHIP... AND ALSO FOR THE FABULOUS ASSOCIATE MEMBERSHIP... A PLAN WHICH ENABLES YOU TO ENJOY COUNTRY CLUB LIVING FOR AS LITTLE AS \$25.00 PER YEAR!

SEND THIS COUPON IN FOR A FREE (NO OBLIGATION) ILLUSTRATED BROCHURE PLUS COMPLETE MEMBERSHIP DATA... ACT NOW AND JOIN THE SWIM!

**JUMPING BROOK COUNTRY CLUB**  
P. O. BOX 90, NEPTUNE, N. J.  
Gentlemen:  
I am interested in learning more about Jumping Brook. Please forward your brochure.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Telephone \_\_\_\_\_

Below: One of several advertisements appearing in New Jersey daily papers inviting membership into Jumping Brook. Many of those inquiring immediately requested membership, others were promoted to via direct mail. Above: This umbrella piece sought membership for Jumping Brook's Swim Club, another club function separate from membership in the club itself. Many who first join the Swim Club later convert to J. B. members.

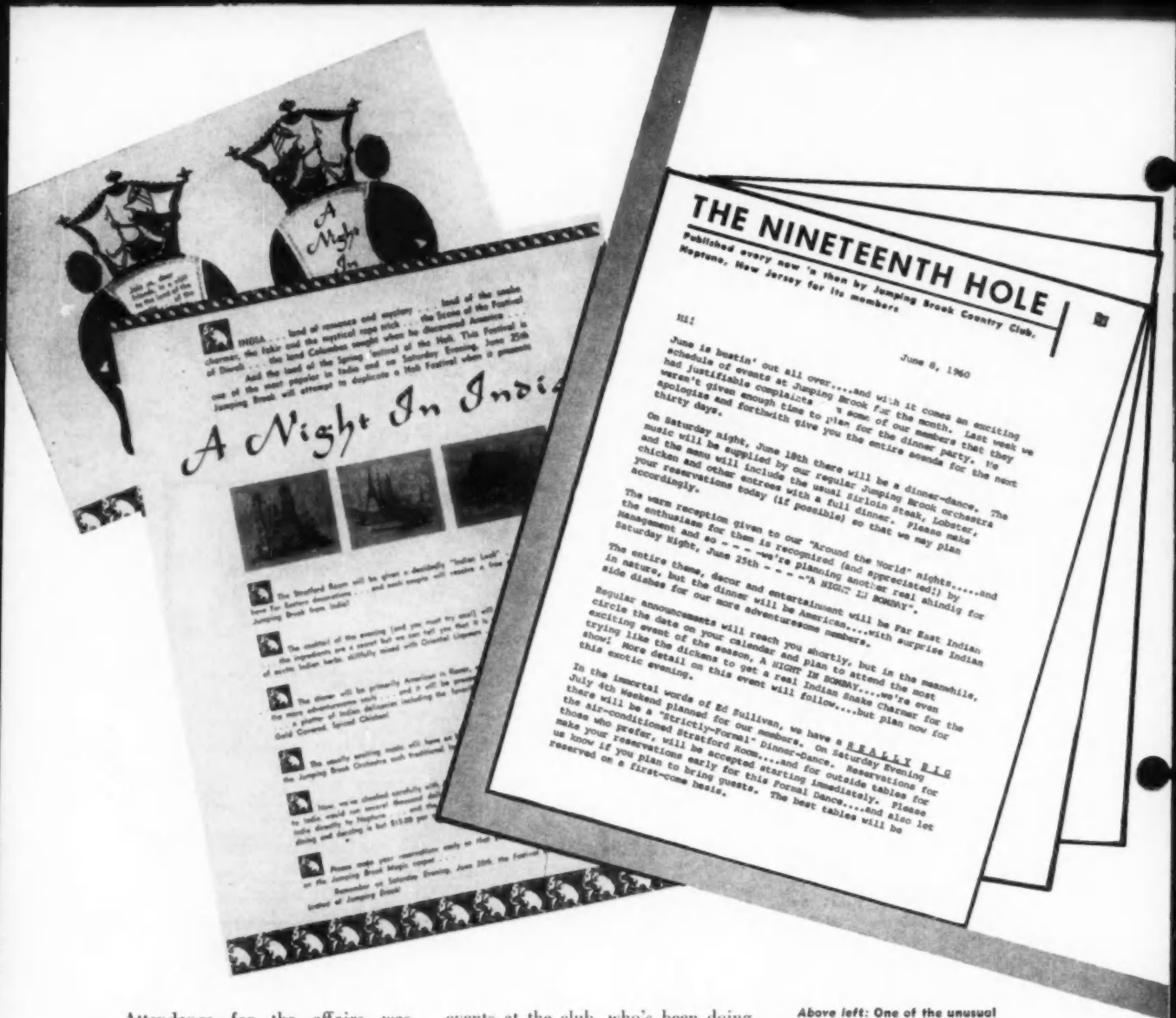
taking the client to "the club" for lunch has kept their kitchens humming. Availability of the club, identification and the sense of belonging have caused many members to accept Jumping Brook as their home away from home, patronizing the bar, swimming there and having lunch, etc. These additional activities account for a large measure of the club's financial success.

#### Far Away Places

Perl and associates have built this enthusiasm through a series of exotic dinner-dances, open to all members. These affairs have been smartly promoted through good looking direct mail invitations created by Perl, Carroll, and artist Glassner.

First party was the *April In Paris Night* at the club on April 9. The direct mail described the event—dancing, orchestra, floor show, and gave the complete menu for the Midnight supper. It was printed offset in red and blue, utilizing clip art from Volk's service and from travel brochures. Price: 420 Francs or \$7.00 per person.

April 30th was the occasion of *A Night in Acapulco*, featuring Latin entertainment and a menu to match. On May 28th, Jumping Brook deviated from the foreign motif with a formal dinner-dance, but on June 25th, they came right back with *A Night In India* with appropriate trappings. For the last three affairs, the price rose to \$15.00 a couple.



Attendance for the affairs was overwhelming, and, at every one there was standing room only. Enthusiasm for these events carried through to all club affairs. For instance, each of the dinner-dances with a foreign motif was a costume affair—but members were not required to wear costumes. Men wore dark suits, women wore simple cocktail dresses. Costume accessories and ornaments were supplied by management. For example at the French affair, men were given charcoal goatees and sideburns, berets etc. Women received similar trappings, all of which they could keep, compliments of the club, as souvenirs.

To keep enthusiasm at a high level, the club publishes a newsletter *The Nineteenth Hole* from time to time. This keeps members aware of new

events at the club, who's been doing what, new rules and regulations etc. This newsletter is received and read with enthusiasm.

#### Looking Ahead

Optimism is the note for Jumping Brook's management. By this time next year, they fully expect to have about 1000 members at Jumping Brook, with the same fine participation in club affairs. If the first six months are any criterion, they may be underestimating their chances. And if Jumping Brook proves successful, who knows but Herman Perl and his associates might buy another country club, and another. There seems to be no limit to this man's ability to uncover profit lurking in unlikely places. •

Above left: One of the unusual party invitations mailed out by the club. Emphasis was placed on the exotic and foreign motif and the menu featured foods and beverages native to India. Above right: A typical issue of Jumping Brook's occasional newsletter to members describing latest events, upcoming affairs, and news about the club and club members.



# how THERMO-FAX successfully promoted to doctors

**I**n spite of competition for attention from pharmaceutical direct mail, Thermo-Fax Sales Inc. of Boston (165 Congress Street) successfully mailed business promotion to doctors in their sales area.

Thermo-Fax' offer was a simple one. They wanted the doctor to witness a demonstration of the Thermo-Fax copying machine. If the doctor would return the enclosed business reply card, a salesman would call to give a demonstration, and bring as a gift, a 4-unit pen set for his office.

The direct mail campaign was mailed during July and August 1959 and it consisted of three separate letters. Each of the three cost 15½¢ in the mail. The list consisted of 5400 general practitioners under the age of 65.

Percentage results were not spectacular. Letter 1 drew a response of 1%, Letter 2 drew ¾% and the final letter ½%. However, the quality of the leads produced by the three mailings was excellent. Over 50% of those replying purchased machines. Tabulation of costs and profits proved that this type of advertising was definitely profitable, and plans were immediately made to expand to other groups. Eventually, mailings were made to dentists, accountants, lawyers, florists, jewelers, fuel oil dealers, men's and women's shops, furniture stores, hardware stores, insurance men, and drug stores. In each case percent of return was comparable to the doctor campaign, conversion to sales high and profitable.

## Other Offices Use Campaign

The doctor campaign (and subsequent mailing to other groups) were a joint effort of Thermo-Fax Sales Inc. and OMS Mail Advertising, 25 Buick Street, Boston 15, Mass. the

## REPORTER'S NOTE:

The summer isn't usually a good time to be in the mail but that didn't stop Thermo-Fax Sales of Boston from reaping a rich harvest simple—how to interest a wider variety of from their postal prospecting. Problem was professional men in the capabilities of a Thermo-Fax copying machine. Stanley Caplan of OMS Mail Advertising stepped into the picture, and utilizing facilities of DCMP in Toledo, presented Thermo-Fax with a top notch program. If your problem is how to reach new markets successfully, you'll enjoy this story.

Below: Letters used in the Doctor Campaign





Boston representative of DMCP, creative network for direct mail advertising. The campaign as conceived by DMCP was approved by the Thermo-Fax Sales office, and produced by OMS on their presses.

DMCP, as explained in *The Reporter*, April 1960, is a network of direct mail advertising firms with offices in almost all the major cities. It serves members by offering them campaigns successfully used by another member on a local basis. On the other hand, it can help the customer by offering a national firm identical campaigns in local areas utilizing the facilities of the local member. As of now, ten Thermo-Fax sales offices in different parts of the country are using this same Boston campaign in their areas with excellent results. With continued success and proven value, the campaign may be used by even more Thermo-Fax sales offices.

#### Good Return on Survey Letter

In January, 1960, Thermo-Fax sent a survey letter to 1500 customers. Purpose of the letter was to renew contact with long existing accounts, many of whom had been neglected because of increasing demand for Thermo-Fax Brand Copying Products by new customers.

Of the 1500 customers mailed to, 1200 returned the filled in survey, an amazing 80% return. In return for their trouble, the repliers received a 2-unit pen set.

More important, 99% of those replying answered Key Question #6, which offered a free brochure on the "do's and don'ts" for operating the Copying Machine. This reaction was so heartening that OMS is now producing this booklet for several Thermo-Fax sales offices in other parts of the country, through the Boston Thermo-Fax office.

Prior to engaging OMS, Thermo-Fax was not using direct mail advertising to any great extent. But with rising costs and keen competition, they realized that a new and fresh approach was needed to stimulate sales. The letter campaign to doctors and to others, along with the illuminating survey letter to customers, has proved to Thermo-Fax that direct mail can provide that fresh approach. •

Above: A breakdown of costs in the mail and percentages of return on the various mailings made by Thermo-Fax to different prospect groups. Below: A typical letter mailed to list of dentists and the letter mailed to insurance agents and brokers.

#### RESULT CHART

GROUP MAILED TO	LIST-EACH MAILING	COST (in mail)			RETURNS		
		1	2	3	1	2	3
Doctors	5,400	15½¢	15½¢	15½¢	1%	34%	½%
Dentists	3,600	16¢	16¢	16¢	11¼%	34%	½%
Accountants and Lawyers	10,000	16¢	—	—	2%	—	—
Insurance Agts. and Brokers	3,700	14½¢	—	—	2%	—	—
Survey	1,500	9¢	—	—	80%	—	—
I.E.S.*	5,800	17¢	23½¢	25¢	1½%	1%	½%

\* I.E.S. (Instant Electric Statements) general letter went to Florists, Fuel Oil Dealers, Jewelers rated 10,000+; Men's Shops rated 10,000+; Women's Shops rated 10,000+; Hardware Stores rated 10,000+; Drug Stores rated 10,000+ and Furniture stores.

#### YOU GOTTA HAVE THE RIGHT EQUIPMENT TO DO THE JOB RIGHT!



And if your office is equipped with a THERMO-FAX "Secretary" Copying Machine to help you with your billing, then you've got the right equipment. The THERMO-FAX "Secretary" is designed to help you over those rough spots that take place at the end of the month. You'll find your office help can do a whole month's billing in a single morning — and actually enjoy doing it.

Everyone loves to push buttons, and that's all it takes when you use a THERMO-FAX "Secretary". Simply insert the patient's ledger card, a piece of copying paper on top, press a button and, presto — out comes the bill fully complete and ready to fold and insert into a window envelope, stamp and mail. Eliminates tedious, time-consuming address cards, too.

Your patients will enjoy the money ahead, too, since it's a pre paid bill.

If you can spare just a few minutes to have one of our representatives show you the THERMO-FAX "Secretary" Copying Machine, we'll give you a postage-free card and I'll see to it. Won't you mail your card —

P.S. When our representative shows you the THERMO-FAX "Secretary" Copying Machine, he'll leave it to our way of saying "Thank you."

thermo-fax sales inc.  
SPRINGFIELD, MASS.

#### HERE'S THE INSURANCE MAN'S



LUCKY NUMBER...

Yup! You heard right — 13 is the lucky number for insurance people... because we have designed 13 ways to insure your office procedures against waste!

I'm not going to take up a lot of your time re-hashing these 13 ways you can eliminate paper bottlenecks and free up your office help for other more important tasks — with the help of a "Thermo-Fax" Copying Machine. It's all explained in the enclosed brochure — designed exclusively for insurance folks like you.

I am going to take just a second, though, to urge you — after you've read the brochure — to drop the enclosed postage-free card in the mail for an actual on-the-spot demonstration... at your office... at your convenience.

There's no obligation — but I'm sure you'll be amazed at the money and time a "Thermo-Fax" Copying Machine can save you.

Cordially,

Richard A. Lowell  
Richard A. Lowell  
Vice President of Sales

thermo-fax sales inc.

133 CONGRESS ST. • BOSTON, MASS.  
SPRINGFIELD, MASS. • BOSTON, MASS.  
BOSTON, MASS. • BOSTON, MASS. • BOSTON, MASS.

*Greatly begin,  
Though thou have time  
But for a line.  
Be that sublime,  
Not failure, but low aim is crime.*  
—James Russell Lowell

Everybody flops once in a while. And by "flop" we mean not-reaching-a-predetermined-goal. People who have been selling in the mail for a long time know how easy it is for a flop to happen. And from experience, guard against future failures with vigorous care.

But flops, though sometimes very expensive, have in them an important value. They are guide-posts for future action. There is nothing to be ashamed of in not having reached a goal one way, because this is experience to make it possible for you to reach that goal another way. Take advantage of yours and the mistakes of others (when you hear about them), and try again.

With an investment of \$1,100 and a mailing of 10,000 pieces, the TRANS-WORLD PRODUCTS COMPANY hoped to catapult itself into the realm of riches. Five different list types were used. A total of 28 orders was received. And since this venture did not reach its goal of 1 per cent return, it was considered a flop. But let's take a closer look.

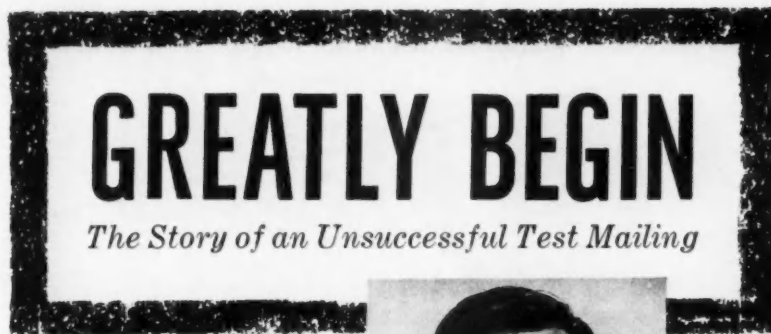
#### First, THE OFFER

Each prospect was offered a new product in the line of the National Presto Industries Company. This new product was the Hot Dogger, a very clever device designed to cook 6 hot-dogs in 60 seconds. Working on an electric principle, the hot dogger is able to bring hot-dogs to a cooked state in 60 seconds because it cooks from the inside out. The price, \$9.95, was all required if cash accompanied order—\$11.70 paid in three months if cash did not accompany the order.

Offered as a premium, free with each order of the hot dogger, was a 12-foot flower mat. The flower mat, a preseeded flower carpet, contained a variety of annuals as well as perennials which bloomed all throughout the spring, summer and fall. This made the premium somewhat less seasonal, and quite desirable as a separate purchase. As the mailing piece shows, a lot of space was given to the flower mat. The free gift was offered separately, also, at \$2 each.

#### The PROMOTION and the PIECE

The test consisted of 10,000 mailings divided into 5 groups of 2,000 each. Each group was mailed to a different list-type. The pieces went



by David Schwartz

#### REPORTER'S NOTE:

This is the second mail order failure story to come from the talented pen of Dave Schwartz. The first appeared last November (*Two Who Made None*.) Reader reaction to that—and other mail order failure case histories—has been enthusiastic and it seems we can't print enough of them. Think you'll enjoy this one, and we welcome your comments both pro and con. By the way, last time Dave wrote for us, he was working for Fingerhut Products, but now he's on his own as a direct mail consultant. You can reach him at 2704 Raleigh Avenue South, Minneapolis 16, Minnesota.



out bulk rate. Each of the groups hit the mail within a short time after the first one went out. Mailings were spread over a period of 12 days all together, from the 28th of February to the 10th of March. It was felt that the free gift of the flower mat would remind the prospect of the onset of spring and would stimulate him to order the hot dogger right away so as to obtain as much benefit from the flower mat as possible.

The mailing piece consisted of two elements: first, an 8½ x 11 black and white two-sided sheet with a perforated order card at the top. The front side showed the hot dogger beneath the reply side of the order card with copy on the tear-off portion of the order card telling the recipient to act. The back side showed the free gift beneath the terms-side of the order card. This side acted both for delivery as well as for reply.

The customer's name, on a label, was pasted into the blank position on the order card, and room was left beneath the label for the customer to sign the card before returning it. However, when the pieces were folded for mailing, the name on the terms-side of the order card showed up for the postman to read for delivery.

The second element in the mailing piece was an airmail business reply envelope. This envelope was attached

to the 8½ x 11 sheet by means of a bright red law-seal. The seal and the two-color airmail envelop added color to the piece. A second red law-seal was used to hold the piece in a folded state for mailing.

#### The LISTS

The five list-types used were as follows: one and two, gift house lists; three, a direct mail retailer list of the type where household merchandise is sold on credit; four, a flower nursery list, and five, a shelter-publication list-of-expires.

It is obvious from the choice of lists that the free gift played an essential role in determining the market to be singled out for the offer.

Each list contained a cross-section sample, representing the major areas of the country: east, west, north, south and midwest.

#### The RESULTS

Broken down by lists, the orders were received as follows:

	orders	mailed
1. Gift House one	7	2,007
2. Gift House two	4	2,079
3. Credit Retailer	10	2,171
4. Flower Nursery	2	2,022
5. Shelter Magazine	5	2,003
Total	28	10,282

0.28 per cent return; 0.72 short of the hoped-for goal of 1 per cent. Cost per order \$39.30.



## ANALYSIS

Factor No. 1: the time of the mailing. As it turned out, late February and early March of this year were months when almost every state in the country was beset with heavy rains and/or snows. Mail delivery, especially bulk rate, was delayed considerably. It is likely that the foul weather had something to do with the low response. The free gift of the flower mat may have started people thinking about the weather. Then, seeing how lousy the weather was, they decided to delay ordering until the weather got better. This delay, of course, is sudden death to a direct mail offer.

Factor No. 2: the importance of the premium. The free gift played too large a role in the offer. It overshadowed the major offer of the hot dogger. And it may have confused the prospect into thinking that the flower mat, and not the hot dogger, was for sale.

Factor No. 3: the limited usage of the product. The major offer could only be used for one thing: cooking hot-dogs. When not in use it could only take up space. And since space costs so much these days people are storage-minded, and merchandise must be multi-purpose in order to sell well, especially to the single person who has a small apartment. In the terms of one observer: "The hot dogger is a week-end item."

Top: Partly obscured inside fold of self-mailer featuring large illustration of hot dogger, price, five lines of copy, and perforated business reply card at the top. Below: The entire outside portion of the mailer containing the bulk of the copy and offer discussed in this article.

Factor No. 4: price. Price of the hot dogger was not competitive enough. Many catalogue houses were offering the same item for two or three dollars less in spring catalogues that were already in consumers' hands.

Factor No. 5: the format of the mailing. The mailing piece, not arriving in an envelope, probably gave the appearance of the impersonal type of mailing piece that is usually addressed to "occupants," explaining food sales at the local supermarket. Not arriving in an envelope, the offer lacked in appeal.

Factor No. 6: the market. The market, though obviously intended for the gardening products buyer, should have been more carefully defined for this particular offer. Simply because a flower mat free gift was used does not mean that the garden market was the one for this offer. Actually it is probably the most nebulous factor of this mailing for the Trans-World Products Company to pin down. The product seems to have no specific market, being usable by the general public. The mail best helps those who know exactly to whom they are writing.

One of the above factors, or all of them, accounted for the failure of this test mailing. The important value, then, in the failure of test mailings is that they act as guide-posts.

There is a second element to be mentioned, however, with regard to failure. This is the element of determination when excited about an idea. What stirs a man on to great things? An idea. What made Ford, Edison, Marconi, Morse and all the unmentioned scientists of today forge ahead despite one failure after another? An idea. The excitement produced in a man when he is absorbed with an idea is an irreplaceable emotion that can generate a terrific amount of drive. It is this excitement from an idea that should be aimed toward a great beginning, again and again if necessary.

With this same kind of great beginning, directed along a readjusted line of attack, it is quite possible that the Trans-World Products Company may yet come to greatness. Every company who did become a success had to "greatly begin" at least once. And the chances are they had to "greatly begin" more than once. What do you think? •

# **SELL YOUR SALESMEN FIRST!**

**How Supersite sold a chemical  
for car engines with  
imaginative direct mail.**

**T**HE Supersite Corporation is a small firm in Derby, Connecticut (300 Seymour Avenue) that manufactures a variety of items for use in and on the automobile. Starting with rear view mirrors some years back, they have branched out into the field of chemical products for engines. One of these products is Kool-It, a mixture that prevents engines from overheating. Sales for Kool-It in 1959 were disappointing, amounting to only \$40,000. They wanted to increase sales, but the problems were numerous.

First of all, their competition was Dow Chemical Company's *Dougard*, a chemical substance manufactured for the same purpose—but with the obvious advantage of Dow's prestige and promotional funds. Secondly, Kool-It's package design was unattractive, old fashioned and cluttered and didn't lend itself to modern display treatment. Third (and most serious) Supersite's 83 manufacturer's representatives handle a variety of products from many different firms—some profitable, some not so profitable. Generally they were content to let the dependable old stand-bys sell themselves, and made no special effort to push Kool-It.

Jerome Berk, Supersite's president, decided to do something to promote

the chemical. The can was redesigned from top to bottom, and given a more modern aspect. But it was apparent that any real increase in sales would have to come as a result of an enthusiastic corps of reps in the field. He asked Marvic Advertising Corporation, 361 Manhattan Avenue, Brooklyn 22, N. Y. to help him devise a direct mail campaign to increase Kool-It sales.

Irv Nissman of Marvic suggested they build a campaign around an impressive looking dummy book. His plan was to put the new Kool-It can in the cover (which was 9½" high, 7" wide and 3" deep). The sturdy cover was finished in imitation leather and would provide an impressive showcase for the "new look" of the Kool-It can.

## **The Campaign**

*Step 1.* Eighty-three night wires were sent out by Jerry Berk to his representatives in the field. Here's what they said:

"Good morning, J. . . . Just came across a special book you just wrote. It is quite possible you don't have a copy for your very own library. Sending your book under separate cover by special delivery immediately.

Jerry Berk, Supersite Corp.  
Derby, Conn."












**Above:** The dummy book entitled "The Kool-It Story." Recipient, upon opening it, finds an empty can displaying the new Kool-It package design. Recipient's name was printed in gold leaf on the front cover and side. **Below:** The humorous business reply card mailed with the pencils that gave recipient a chance to request additional pencils, and also gave Superiste an idea of how the campaign was being received.

OK, Jerry

I have checked the box underneath the face which best expresses how I feel about the KOOL-IT "Book Promotion":

☐  ☐  ☐  ☐  ☐  ☐  ☐ 

Furthermore... ☐ I like the idea of presenting the KOOL-IT Can in the attractive "Book".  
☐ I like the idea of giving out the Magic Pencils to my prospects & accounts.

And, Jerry... Please send me  
**25 50 100**  
(circle one)  
additional KOOL-IT Magic Pencils  
to fill my needs.

Signed \_\_\_\_\_

Erv Wiseman  
861 Manhattan Ave.  
Brooklyn 22, New York

The next morning the book arrived, finished off in fine leather. Title of the book was "The Kool-It Story" written across the front in gold leaf. The name of the representative was prominently displayed as the "author."

*Step 2.* Jerry Berk personally phoned each of the 83 reps. He explained that a terrible error had been made, that a supply of 100 magic pencils were to have been included with the book. His girl, Belle, had somehow forgotten to include them. (Actually, this "error" was made on purpose so that the extraneous pencils would not distract from the effect of the book. The pencils were then shipped special delivery and arrived shortly\*.

*Step 3.* Included with the pencils was a letter explaining how they could be used effectively when showing the Kool-It book to jobbers. The pencils were specially made with four different color leads which enabled the user to write four colors at once.

Also included in the mailing was a reply card to be sent back to Berk. The card featured 8 different faces ranging from *ecstatic* to *sourpuss*. Rep was to check the way he felt about the book and pencils, and also gave him a chance to order more pencils if he wanted them. Of the 83, 74 returned the cards—and all were favorable but one. The lone dissenter complained because his name was incorrect. A second book with corrected name was quickly mailed out.

*Step 4.* Five days later, each rep received a special insert for their Kool-It cover. This insert held two gold-rimmed shot glasses, in addition to a die cut spot for holding a half pint of cheer. This insert fitted snugly into the binding and gave a permanence to the promotion.

## Results

The cost of the promotion was about \$10.00 apiece to each of the 83 representatives—and that cost included the telegram, pencils, book, phone calls, and postage.

Results, however, more than justified the expenditure. Armed with the book and magic pencils, Super-site's reps increased sales 93.2% over 1959, a dollar increase of over \$34,000—and sales have not stopped coming in yet. ●

\* *The Reporter* does not condone misrepresentation in advertising by any user of direct mail. In this circumstance, SuperSite's white lie was an expediency, and not fraudulent, but the so-called "error" made on purpose is not recommended.



# McCalls

## WAS THIS LETTER A GOOD IDEA?

For the past few months, many American families have been receiving the above letter from McCall's, printed above the processed signature of Mary Maxson. Two or three paragraphs will tell you what its theme is. The McCall's letter was received in the Reporter offices with mixed feelings. Some of us felt that this approach was refreshing and much needed in light of the flood of coupons, fancy bordered return cards "stock certificates," savings stamps, and other gimmicks publishers are prone to mail out. Others felt that this copy line was in poor taste, and that McCall's shouldn't throw darts at the promotional gimmicks of other publishers. Better to play up McCall's, period. We understand the letter has been discontinued because it wasn't a world beater, and because of pressure exerted from a number of areas. But regardless of these two considerations, we wonder if perhaps McCall's wasn't ill advised to use this highly competitive tack in their promotion letters that tends to depreciate the medium. It's been done before by others. Time, Inc., used the same approach to knock field selling efforts, prior to 1954 with pretty good results. But they found that other approaches worked just as well and discontinued nailing competitor practices. We're curious about how you feel? Do you think this copy approach helps or hinders returns, or don't you think it makes any difference?

Dear Friend:

I have never tried to fool you.

I have never sent you an order form that looks like an authentic bank check, with or without signatures and counter signatures!

And I've never sent you a bank-like certificate apparently so valuable that it startles you briefly -- before you throw it away.

I have never used a brown envelope, to make you think your first check has finally arrived.

In fact, I've never once sent you a postage stamp.

So here at McCall's today

you're too intelligent to fall for such nonsense! We've understood that McCall's readers are no fools and wouldn't, not a possible, audience.

For example, and with plenty of time going to influence you, and saying, is there any agent stronger than the single fact that more than 4,000,000 more top McCall's worth after month?

The more that elaborate address labels need to stop high here at McCall's will please put our money

into the magazine itself, making it constantly more useful, more beautiful, more inspiring.

So -- in short --

We'd like to have you as a regular subscriber to McCall's.

We offer you **66 MONTHS OF MCGALL'S** -- actual subscription value \$6.00 -- **FOR ONLY \$5.00!**

That's right --

**FOR ONE AND MCGALL'S AT HALF PRICE**

**CHECKS AT ONCE!**

With for twenty-four months, you will enjoy the best in home decorating, remodeling, decorating, child care, and appliances -- plus the quality you expect from McCall's.

My hope, unless you prefer,

enclosed card now -- as always ended -- the call **CALL 1-800-222-2222**

Sincerely yours,  
*Mary Maxson*  
for McCall's

Call times • Dayton • Ohio

RECEIVED \$4.00 CERTIFICATE HAS BEEN ISSUED FOR FUTURE USE OF THE PERSON WHOM NAMED

STUD AS YOUR RECORD BEFORE RETURNING THE CERTIFICATE TO LOOK MAGAZINE

**Special Look Savings Certificate**

LOOK MAGAZINE

will allow the user of **\$4.00**

DO NOT FOLD, SPEND OR MUTILATE

BY *John*

TO: *Mary West*

FROM: *Mary West*

40 WEEKS

ONLY \$5.00

SEND ME 24 months of McCall's for only \$5.00

SEND ME 24 months of McCall's for only \$5.00

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by PAUL BRINGE

## Upgrading Letter Copy

**Y**ou reveal yourself in your letters. If you are primarily concerned with your own importance, with your fine machines and your capacity for making more money than anybody, your reader will know it if you don't watch out. And he won't like it.

When a man talks incessantly about we, ours and us in his letters he may be highly skilled, as an engineer, an accountant or production wizard. But he lacks the highest skill of all—of knowing the areas in which he is unskilled. Many fine engineers and technicians lack sales sense. There is nothing wrong with that if they realize it. The trouble begins when the acknowledged expert in one area assumes competence in all.

The Kenworth letter is a we, our, us letter that begins with a mistake—telling the reader about the previous mailings. We get the feeling the writer thinks he did us a favor by sending us those cards. The reader couldn't care less about those previous mailings if he remembers them at all.

The writer then goes on to tell us what he is going to tell us about—and then says he acquired the new plant so he can do more business. That's the reason for buying any new capacity, of course, but the reader doesn't care. He just wants to know what he gets out of it. He doesn't care how proud the owner is of his new plant and how he wouldn't have bought it if it was a junk heap.

Read the first paragraph of the Kenworth letter and notice how the writer has combined unrelated information. He talks of mail, the services rendered and then about specific products. This is too confusing to hold the reader's interest.

A good sales letter must be organized beginning with an interesting or startling statement and then leading the reader through a natural progression of thought—here is what we do, here are some of the products we make, this is why we can do it

**BEFORE**



**Kenworth Manufacturing Company**  
12300 WEST LISBON AVE. MILWAUKEE 22, WISCONSIN  
TELEPHONE: HO 4-0100

Last fall we sent out a series of eight large postal cards describing some of the things we do and the type of equipment we have here at Kenworth. Kenworth is well established in heliarc and electric arc welding and brazing, while our stamping department excels in both long and short runs. We make such items as steel ladders, department store display racks, extension ladders and aluminum stairs, along with other fabricated items and small assemblies.

In this letter we would like to tell you of our recent entry into the metal spinning business and the facilities we acquired in Elkhorn, Wisconsin. In this way we feel our services to our customers will be increased so as to completely fabricate more sub-contract work.

The purchase was made by Kenworth Products, Inc., a wholly owned subsidiary of Kenworth Manufacturing Co. We are proud of the work done at this plant, or we would not have bought it. Spinnings up to 60" can be made, and Mr. Robert Schultz will be happy to quote prices and delivery on your requirements.

Very truly yours,

KENWORTH MANUFACTURING COMPANY

*John A. Evans*  
John A. Evans,  
President.

JAE:MLF

### Looking for metal spinning?

#### GOOD metal spinning?

You can get it now, any size up to 60", at our new Elkhorn plant. This is another extension of Kenworth service to give you more complete metal fabricating and assembly service.

If you are looking for broad experience you'll find it here, everything from a complete stamping department to heliarc and electric arc welding and brazing. You may need only partial fabrication or want your product completely assembled. Either way, the skills, equipment and know-how to do the job right are waiting for you at Kenworth.

Such diversified products as steel ladders, display racks, extension ladders and aluminum stairs as well as dozens of smaller items and partial assemblies are all in a day's work here.

Of course you get a good deal more than fabricating and assembly service at Kenworth. Our skilled engineers are cost conscious in your behalf. Nothing delights them more than pointing out ways of making your products at lower cost - and often better.

Want to explore the possibilities? Phone Bob Schultz today. He's metal happy - glad to talk with anyone, day or night, about metal fabricating and assembly problems. Won't cost you anything and you may save a lot. The number is Hopkins 1-5050.

Sincerely,

**AFTER**

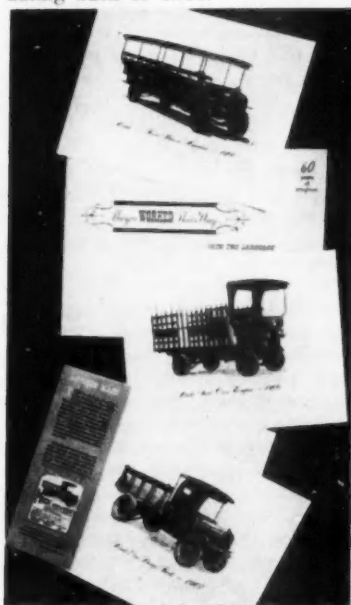
better, and call us now to get more details. The reader can follow such a plan without mental gymnastics which he regularly avoids by tossing away confusing letters.

The news in this letter is in the last sentence, "Spinnings up to 60" can be made." This is what may interest some readers. It should be right up front where it is in the rewrite.

I would prefer to see the entire letter discuss metal spinning but with no detailed information about it, the rewrite must confine itself to the information in the original letter—but presented from the reader's viewpoint, not the writer's. •

## MACK MAILS VINTAGE PRINTS

Mack Trucks is marking its sixtieth anniversary this year with a six-piece direct mail series featuring prints of classic Mack truck models dating back to 1900.



Each mailing is a fine quality print reproducing drawings of the Mack vehicles by Howard Nostrand Jr. Theme of the campaign is "They've Worked Their Way Into The Language," emphasizing the fact that Mack quality has made a trademark of the saying "Built Like a Mack."

The campaign is being mailed, through the Mack field organization, to the company's entire list of prospects and customers. Mack Trucks Inc. is located at Plainfield, N. J. •

## HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than **making** money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

**And you needn't suspect our motives in making this free offer.** True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

## The Creative Division OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y.  
Murray Hill 2-9000



# "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Reed*

## Out of My Head (and file)

A bit late with my "spring" housecleaning. I keep a file on my desk where I toss stuff for this department as it comes in. But there are so many things to write about each month things accumulate. The file bulges. So-o-o-o, let's start through it.

Let's not get profound or pontifical. It's August in Michigan—and everywhere else I guess. And it's hot. Hotter than Dutch love (where did that expression come from?). Or maybe only hot as blazes or the hinges of hell. Anyway, it's steaming so we'll use only stuff that can be considered light reading or what, in another day, we called hammock reading before hammocks got replaced by gliders.

Here's a letter from ABWA BULLETIN (American Business Writers' Association, Francis Weeks, University of Illinois, Urbana). Shows an occasional banker is human after all.

We wanted to surprise you this week by having Marilyn Whatshername at the first teller's window. But when we looked into her salary requirements, we found that if we hired her, we would have to increase the service charges on your account.

So we hired instead a young lady from a business college who has proved her ability to add and subtract, as well as to hand you an attractive smile with your deposit receipt.

Of course, if you insist on the traditionally sour-pussed banker, you are free to call on either the Vice-President or me for any transaction.

## Tip for Bob

I don't know how these landed in my file, but here they are:

PICK A TALL BUTCHER. If the price of beef is bursting your budget tell your wife to pick a tall butcher when she shops. Tall butchers give her a better break. They look down on the scales from a height and read lower weights and lower prices on

the computing cylinder.

RURAL MAIL BOX POSTS ARE SHORTER because mail carriers' cars are of the new low slung variety and the posts must be shorter lowering the mail box so mail can be passed from the car window into the box.

What Bob Cramer could do with those items as themes for the wonderful letters he writes to sell gold fish!

## Formula

LETTER WRITING FORMULA KNOWN AS THE "THREE TIMES OVER" TECHNIQUE: First time over, THINK IT OUT. Second time over, THINK AGAIN, WRITE IT AGAIN, TOSS IT OUT AGAIN. Third time, THINK IT OUT, WRITE IT OUT, SEND IT OUT.

## Refreshing Approaches

A retail shoe dealer eschews the frantic hurry-up of most advertising when it ends a promotion letter thus:

But you needn't hurry. Even if you are a last minute shopper you'll find Brown's wonderful shoe department fresh as a budding rose. Large shipments daily keep selections always exciting—always complete. Today, tomorrow, or whenever you come in you'll find a fabulous choice.

While most banks are listing their assets in their advertising or generalizing about complete banking service, a small New York bank writes its prospects:

We believe there is a real place in New York for a conservatively managed bank of moderate size where customers have easy access to and personal acquaintance with the senior officers.

## Chinese-Irish Ad

If you've missed the campaign recently waged on behalf of Irish Whiskey, you've missed many things to delight the heart of the copywriter. This prose carries you away on the wings of the preposterous. What could be more incongruous than Anna May Wong, a California

Chinese lass, hooked up with Irish whiskey. Note how beautifully famous person's testimonials are debunked. Also how often the product is mentioned:

HOW TO ACQUIRE A SUITABLY AUTOGRAPHED PICTURE OF MISS ANNA MAY WONG. Yes, in our anxiety to sell more Irish Whiskey in America, we (The Whiskey Distillers of Ireland) wish to leave no stone unturned. To be specific, we have noticed any number of adverts featuring testimonies from this or that famous person as to the excellence of the product involved, the implication being that you are bound to enjoy it too. Though why this should follow is not clear, for even a very famous person may have tastes so bizarre as to make one weep. Still, if this stratagem will stimulate the dear sales curve we are game.

So, when Miss Anna May Wong, the actress, recently volunteered that she thought Irish Sours absolutely splendid and was of the opinion that Irish whiskey makes far and away the tastiest sours ever, why, we were enchanted, and wrote asking would she consent to air her views at our expense. To this she graciously assented.

Now, vouchsafed this windfall, we are more than a little curious about other great or near-great who are burnished, emphatic Irish Whiskey drinkers; there must be many and many's the one we don't know about. If you know of any such will you please write his or her name in the coupon below not omitting the field of endeavor since there are those (like baseball players) of whom we might be abysmally unaware over here. And, if you know how he or she drinks Irish Whiskey please put that down too. In return we shall send you a photograph of Miss Wong which she has graciously consented to autograph personally.



If you are famous yourself, please do not be reluctant about sending in your own name for we shall understand that you are only trying to be helpful.

ANOTHER IN THE SERIES. The only liquor advertisement we've ever seen that admits the object of drinking is to get slightly squiffed:

IS IT POSSIBLE TO IMPROVE NORTH AMERICAN TELEVISION BY VIEWING IT THROUGH IRISH MIST LIQUEUR? A good question, a very good question.

There are two ways to attempt the modification of American television. One: change the television programs. Two: change the television viewers. Is it necessary to attempt to change the television programs? Perhaps not. It is possibly like going swimming in a cool pool. Who needs a warm pool if you're wearing a hot bathing suit?

Some television program manufacturers may find that their programs improve in accordance to the number of Irish Mist Liqueur containers at conference table. Irish Mist improves practically all after-dinner assemblies.

Do we ask you to take our word for it? Yes. However, skeptics can see for themselves. This is how it is done.

Place the liqueur container within easy grasping distance. Sip the Irish Mist Liqueur thoughtfully, and look at the Hollywood performers from time to time. In a matter of moments you will applaud.

#### Who Started The Canard . . .

. . . that the English haven't got a sense of humor? Take the campaign of Accles & Pollock, a British manufacturer of industrial metal tubing. They found themselves faced with a problem. They had been advertising in the conventional way. The existing market for metal tubes had been tapped. An official of the company put it this way: "We know all the people using metal tubes and they know us. Our problem was to find new people who should be using tubing—people who had not considered using tubes." So they researched the subject and came up with many new uses for tubes and then went after prospects with punctuation-less copy, illustrated with a circle of monkeys all biting each other's tails:

For a treat today you are going to the zoo where behind the bars you may see Accles & Pollock tubes now monkeys aren't always as playful as you might suppose sometimes they bite one another's tails

## KNOWN FOR *Results*



### *"The Man in the Gray Tweed Suit"*

RESEARCH  
COORDINATION  
SERVICE  
CREATIVITY  
IDEAS  
FACTS  
SELECTIVITY  
**RESULTS**  
ACCURACY

The experienced mail advertising executive measures the advantages of one compiler as compared to another compiler on one thing . . . **RESULTS.**

LMR supplies more birth lists to more national mailers than all other compilers combined. Furthermore, LMR is the fastest growing supplier of business lists. The reason . . . LMR lists, when compared to other compiled lists,

bring **BETTER** results.

The LMR List Consultant is easily recognized because he is dressed in a gray tweed suit, but most important, he is known for **RESULTS.**

To contact "The Man In The Gray Tweed Suit", ask your list broker to arrange an appointment . . .

*Lisle M. Ramsey and Associates, inc.*

404 SOUTH FOURTH STREET, SAINT LOUIS 2, MISSOURI, CHestnut 1-6626

COMPILERS OF NATIONWIDE BIRTHLISTS AND BUSINESS LISTS

and the keepers have a lot of trouble persuading the little monkeys to leave the bandaged wounds alone at least they did until somebody had the bright idea of asking Accles & Pollock to make some stainless steel tubes to go over the bandages which all goes to show how so many troubles come cleanly to an end when Accles & Pollock climb into the picture and no monkey business either.

#### Say What You Mean Dialogue

He: Stop frying those onions. You can smell them all over the house.

She: But I'm in the kitchen.

He: What's that got to do with it?

She: What do you mean I can smell them all over the house when

I'm only in the kitchen. Where are you?

He: In the bedroom.

She: How do you know they can be smelled all over the house when you're only in the bedroom? Anyway, I'm not frying onions.

He: Then who is?

She: Nobody. Heat is frying them. I just put them on to fry.

He: Well, turn the gas off.

She: It wouldn't help to turn the gas off because the onions are frying in the electric fry pan. You mean turn the heat off, don't you?

He: Yes, I guess I do.



## new 50-station collator

Fully automatic . . . unprecedented performance  
without the penalty of high price or space waste!

Announcing a new dimension in collating versatility, accuracy, speed and compactness — the all-new, completely automatic Rotomatic by Thomas Collator Industries, Inc. If you collate in volume, you'll want all the details on the Rotomatic's ease of total operation and multiple savings. For complete information and prices, without obligation, write today.

- Accurately collates, counts, staggers or stitches 25,000 sheets per hour
- Exclusive push button programmer permits different jobs to be run at same time
- Occupies only 17½ sq. ft. of floor space
- Loads in less than 7 minutes . . . no adjustments for vacuum systems, fans, weights, finishes
- Handles sheet sizes from 7" x 8" to 11" x 14" in most every weight and finish
- Offers more features at a lower price than any other collator on the market



### Thomas Collator Industries, Inc.

Dept. W4, 100 Church Street, New York, New York

She: Why don't you say what you mean? •

## RETAIL SHOWMANSHIP

If you think old-fashioned showmanship is dying out in the retail field, you should see a mailing recently issued by Charles E. Guarino, advertising manager of Raymond's, "Home of Uncle Eph," Washington, Franklin and Hawley Sts., Boston 1, Mass.

Just for the records, here is a copy of Mr. Guarino's form letter.

Dear Sir:

"Plant big pumpkins and the pies will follow," wrote Uncle Eph, the grand old gentleman whose homespun philosophy has guided Raymond's for many years.

This observation is just as true about people and institutions. The growth of Raymond's has not been chance but the result of efforts by an exciting team of merchandising, retailing and advertising people.

Look over the enclosed booklet and see what happens in just one week at Raymond's. The drama of the prize ring, the wonder of spangled elephants, the magnificence of Oriental rugs, they are all part of a shopping day.

Boston staid? No Sir! Not when there is a fellow named Uncle Eph and a dynamic store like Raymond's.

Sorry we can't reproduce the 10-page, 7½ x 8¼ inch circular which was attached to the letter. It is a riot . . . with loads of illustrations, type-written copy and smashing headlines.

## OUTRAGE CORRECTED

On page 51 of the June 1960 *Reporter*, we told a short story about permit reply cards being returned to senders with a mimeographed slip attached reading: "We do not favor government subsidization of your advertising. We are, therefore, returning this envelope to you in order that your payment of 6¢ first class postage will help pay the deficit incurred by low 'bulk mail' postage rates which are not sufficient to be self-supporting."

We reported that such cards emanated from the reputable firm of Weaver-Beatty Motor Co. (Oldsmobile dealers), 1200 Broadway, Denver 3, Colo. We editorialized that because the message quoted above had been mimeographed it looked like an organized attempt on the part of the recipient company or an office employee to discredit direct mail. We

wondered how an automobile dealer in a field consisting of large users of direct mail could get involved in such a thing.

*Reporter* readers must have sent clippings to the company involved and to General Motors, for we have received a letter from E. Jack Beatty, president of Weaver-Beatty in Denver. He tells us that the activity referred to in our story was not organized or authorized by the management of the company and that "the employee responsible has been disciplined and ordered to desist." It is a pleasure to print this follow-up, as Mr. Beatty has requested.

This case seems to prove that frank publicity is the best way to stop the growing misuse of permit reply mail. If we had not mentioned this case in *The Reporter*, the officials of the company would not have known about the harm being done by a misguided employee. And we can't blame the employees too much for they are influenced by the slanted newspaper stories stimulated by the inaccurate press releases from the Post Office Department, plus scurrilous, downright lying articles such as one which appeared in August 1960 issue of the notorious magazine *Confidential*.

If you folks who hold reply mail permits receive improperly used cards or envelopes and can identify the source . . . send them to us. We will continue our policy of "frank publicity" for firms involved. ●

## PROPAGANDA MATHEMATICS

HERE WE GO AGAIN . . . with the mails being used for foreign propaganda. (Just like the pre-World War II days of "Black Mail.") For \$1.80 a year (12 issues) or \$3 for two years, you can subscribe for the 10¼ x 14 inch, 68-page "USSR Illustrated Monthly" published by the Embassy of the Union of Soviet Socialist Republics, 1706 Eighteenth St., N. W., Washington 9, D. C. It's a life-like, 4-color cover, slick paper job printed by the Cuneo Press . . . devoted to glamorizing life in the peace-loving fairyland and especially devoted to hero-image-building of the jovial person of Nikita Krushchev (with no mention of his constant threats against the U.S.A.).

We understand our government allows the publication here due to a reciprocal agreement, permitting the distribution of "Amerika" in the

Soviet Union. But here is the joker: With the Post Office howling bloody murder about its so-called "deficit" and the "loss" caused by low-priced third-class mail . . . the Russian propaganda journal is being mailed under low second-class permit rates. Since it carries no commercial advertising, it gets the flat 2.3¢ per pound rate, irrespective of zones. Each copy of the magazine weighs approximately 10 (ten) ounces, which figures out to \$1.43¾ of Post Office revenue per 100 copies (weighing 62½ pounds) or a piece postage rate of 1.4375¢ (less than 1½¢).

For argumentative purposes . . . 100 pieces of third-class bulk at 2½¢ minimum would pay to the Post Office \$2.50 but would have a maximum weight of only 15½ pounds (more likely 12½ pounds). Compare those figures . . . and who is being subsidized? The Post Office is delivering a ten-ounce package of Russian propaganda for slightly less than 1½¢ . . . while it collects 2½¢ for delivering our commercial message weighing one-fifth less or between 2 to 2½ ounces. Use this argument the next time you want to confound the critics of direct mail. ●

**APPLIES LABELS TO MORE THAN**

# 15,000 printed pieces

**PER HOUR**



**Automatically feeds, cuts, glues and attaches address labels to magazines, newspapers, tabloids, catalogs and flyers. Applies roll strip labels, continuous pack form labels, and tape strip labels pre-addressed from your plate, stencil or punched card system. Even applies cut or individual labels! Easily adjusted for changes in thickness of piece or position of label.**

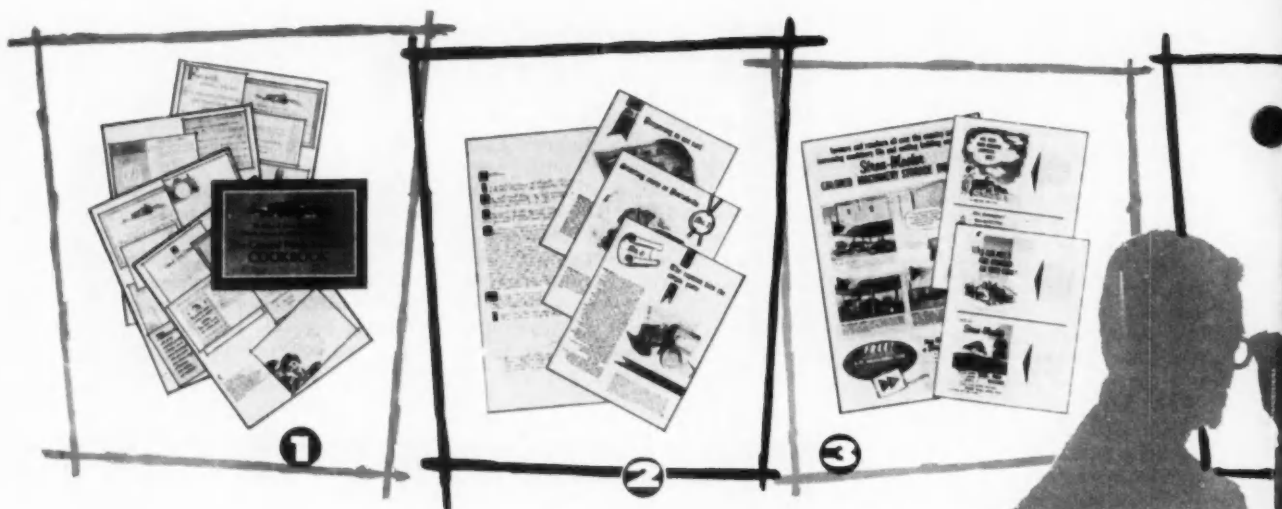
**The Cheshire Model C.**

*Write for descriptive brochure*

**CHESHIRE INCORPORATED**

**Dept. RDM-8**

**1644 N. Honore St. • Chicago 22, Ill.**



## "ADVENTURES IN SELLING" BRINGS

Occasionally you hear of an outstanding direct mail campaign but you rarely get the whole story. Now **ADVENTURES IN SELLING** can give you that opportunity.



**ADVENTURES  
IN SELLING**

DIRECT MAIL ADVERTISING ASSOCIATION  
CASE STUDY REPORT

**NO. 0**

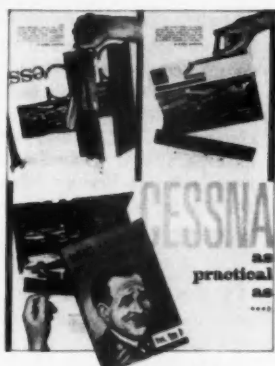
A comprehensive review of a 1959 direct mail campaign for a company that... (text is small and partially obscured)

Published by the OFFICE OF DIRECT MAIL ADVERTISING, 214 South Street, Garden City, Long Island, New York

The Reporter has instituted this new publishing service designed to show you why, how, and results of unusual but highly successful direct mail campaigns . . . In twelve deluxe portfolios **ADVENTURES IN SELLING** documents twelve 1959-60 DMAA "best of industry" award winners . . . Included in these attractive packages are the backgrounds of the persons behind the campaign, their objective, the lists used, details of the project, some of the actual mailing pieces and the final evaluation.

**ADVENTURES IN SELLING** is a bold departure, an entirely new approach to case study reporting. It is presented dramatically, colorfully, precisely. It is written with the idea of giving its reader the very essence of each direct mail cam-





4



5

## INTO THE PICTURE

paign. The diversity of subject, problems that are overcome, markets to be reached yield a valuable source of reference . . . Good ideas are hard to come by, here is a wealth of proven ideas all neatly packaged and readily available on your bookshelf.

To date the Reporter has published five ADVENTURES: **No. 1, GENERAL FOODS KITCHENS**, the story of over half a million \$5.95 cookbooks sold by mail; **No. 2, BANK OF AMERICA**, an eye-catching campaign that opened closed doors; **No. 3, STRAN-STEEL**, how it boosted dealer participation by 26.5%; **No. 4, CESSNA**, showing top management that business flying is practical; **No. 5, ALBANY PRODUCTS**, successful use of humor in industrial advertising.

*Each report can be purchased individually for \$1.00 . . . or you can subscribe to the entire series of twelve ADVENTURES for \$7.50 . . . Indicate your choice on the coupon. Mail it now.*

\* If you obtain a single copy and wish to own the whole series of twelve . . . fill in the form provided at that time, and the Reporter will bill you \$6.50.

### THE REPORTER OF DIRECT MAIL ADVERTISING

224 Seventh Street, Garden City, L. I., N. Y.

Please send me a copy . . . one dollar attached

☐ Report No. 1, General Food Kitchens.

☐ Report No. 2, Bank of America.

☐ Report No. 3, Stran-Steel.

☐ Report No. 4, Cessna Aircraft.

☐ Report No. 5, Albany Products.

☐ Your whole Adventures in Selling project looks interesting. Sign me up for the entire series.

☐ My check for \$7.50 enclosed ☐ Please bill me

Name . . . . . Title . . . . .

Company . . . . .

Address . . . . .

City . . . . . Zone . . . . . State . . . . .

Edited by the  
staff of DMAA



**Direct Mail Advertising Association**  
3 East 57th St., New York 22, N. Y.  
Murray Hill 8-7388

## NEWS

S. Arthur Dembner *Chairman of the Board* Robert F. DeLay *President*

### Wide Areas of Promotion, Business and Economics Covered by Convention Speakers

MIAMI BEACH—With the announcement that Dexter M. Keezer and George W. Head will deliver featured addresses, the program for DMAA's 43rd Annual Convention shapes up as one of the most important of its kind in recent years.

Mr. Keezer, who is vice president of McGraw-Hill Publishing Co. and director of that organization's Department of Economics, will serve as keynote speaker, addressing the convention at its luncheon on Monday, Oct. 10. Mr. Head, manager of advertising and sales promotion for National Cash Register Co., will talk about "Advertising and Selling Today" at the 11 a.m. session on Wednesday, Oct. 12.

The three and one-half day annual get-together will take place at the Americana Hotel here, and will run through noon of Thursday, Oct. 13.

An innovation in this year's program is the scheduling of the Annual Meeting for a breakfast session at 8 a.m. on Wednesday, Oct. 12. This represents a departure from a long-established practice of holding the members' meeting in late afternoon of the convention's opening day.

The keynote speaker, Mr. Keezer,

is also a director of both the McGraw-Hill Publishing Co. and the McGraw-Hill Book Co. During the war he served successively as Deputy Administrator of the Office of Price Administration in Washington, Economic Advisor of the Mission for Economic Affairs in London and



Dexter M. Keezer

Public Member of the National War Labor Board in Washington.

For eight years prior to the war, Mr. Keezer was president of Reed College, Portland, Ore., while at the same time serving as a member of several emergency boards appointed by the President of the United States to deal with threatened railroad strikes. He has also taken an active part in the solution of labor problems surrounding the lumber industry in the Pacific Northwest.

He has taught economics at Cornell, U. of Colorado, U. of South Carolina and Dartmouth, and is the author and editor of a number of books concerned with business, economics and education.

Mr. Head joined NCR in 1945, serving for the next three years as director of operations for the com-

(Continued on Page 33)



George W. Head

### Association Urges Postal Planks in Party Platforms

CHICAGO—A statement embodying DMAA's point of view on postal matters was presented to the platform committee of the Republican National Convention here last month by T. V. Bihler, chairman of the association's Postal Affairs committee.

It paralleled a similar appearance two weeks earlier by John G. Jones, DMAA legislative representative, before the Los Angeles sessions of the platform committee of the Democratic National Convention.

The statement noted that "as business users of the mail we are eager to cooperate with the Post Office Department in every way possible to increase public understanding of the immensity of the program." Analyzing what has happened under current interpretations of the Postal Policy Act of 1958, the DMAA statement recommended the inclusion of four points in the platforms of both parties:

1. A closer adherence to the Postal Policy Act than has prevailed since its enactment;

2. Strengthening of personnel policies in line with the modernization program;

3. Development of a transportation program that will provide flexibility and coordination in meeting present needs and future demands;

4. Close liaison between mail users and the Department in reconciling the needs of standardization and freedom for competitive ingenuity.

(see page 36)

### Contest Judges Meet Aug. 16

NEW YORK—Judging and selection of the winners in all categories of the 1960 Direct Mail Leaders Awards Contest will take place here on Tuesday, Aug. 16.

The winner of the Gold Mail Box, emblematic of the best of all entries, will also be chosen at that time, as will the winner of the Henry Hoke award for the "most courageous solving of a difficult problem by direct mail."

However, following traditional procedures, the identity of each of the more than sixty prize-winning entries will not be publicly disclosed until Oct. 10 at the opening breakfast meeting of DMAA's 43rd Annual Convention.

A panel of seven judges, headed by G. B. McCullum of Reuben H. Donnelley Corp., will evaluate the entries and arrive at final decisions.

## Wide Areas of Promotion, Business and Economics Covered by Convention Speakers

(Continued from Page 32)

pany's sales promotion department. He was put in charge of advertising in 1947, when sales promotion and advertising were merged into a single department, and since then has directed the activities of both segments.

The combined operations which he directs now include advertising, sales promotion, exhibits and displays,



Sylvia Simmons



Joan Throckmorton

merchants' service, art, photography and product publicity.

He was recently named "Advertising Man of the Year" for the greater Dayton area and for the 5th District of the Advertising Federation of America. Mr. Head is also a past president of the Dayton Advertising Club.

Another unusual feature which will highlight this year's convention program is a request repeat performance of a lecture-demonstration that scored an outstanding success at DMAA's West Coast Conference in May. Now retitled "49 Creative Approaches to Direct Mail," it will again be presented by Sylvia Simmons of Young and Rubicam and Joan Throckmorton of Sports Illustrated, on Monday morning, Oct. 10.

Success stories of highly resultful

direct mail campaigns will include "The Columbia Record Club Story," presented by Norman Adler (Wednesday morning), and "The Diners' Club Story," presented by Spencer Nilson (Thursday morning).

Two sessions that program committee members anticipate will draw unusually enthusiastic attention are a "copy torture chamber" and a discussion to be held under the title, "Let's Listen to Those Who Get the Mail."

The former, scheduled for Wednesday, Oct. 12, will present 10 copy experts who will privately analyze samples of direct mail copy submitted for their analysis. "New, different, educational," is the way the committee describes this feature.

Criticisms and comments symptomatic of the reactions of those who receive mailing pieces in their homes and at their offices will be leveled at direct mail users on Thursday morning. The panel will include a housewife, a small businessman and a purchasing agent, among others.

Another featured speaker, already previously announced, will be Charles E. Corcoran, vice president, Equitable Life Assurance Society of the U. S., who will address the convention's closing luncheon. Other panel sessions will include a seminar on industrial advertising, another on mail order advertising and one for foundations, associations, fund raisers and educational institutions.

A full program of professional entertainment of the highest standard is currently being worked out. Complete details will be announced in these pages next month.

### Shoe Leather Day Results Disappoint

NEW YORK—Despite the encouraging early returns announced last month, final results reported to headquarters in connection with Shoe Leather Day activities have not measured up to expectations.

Although reports continue to filter in slowly, only about 50 new DMAA members were signed up June 15, following several months of intensive organizational and promotional activity.

On the positive side of the ledger, however, the association has amassed an extensive list—perhaps some 5,000 names—of contacts who can continue to be approached by active members and solicited for membership.

## Two Join Staff At Association Headquarters

NEW YORK—In line with its program of expanded services, DMAA has added two new members to its headquarters staff.

They are Warren Rieders and George Parisi.

Mr. Rieders will be assigned to handle all details of organizing the association's many workshop meet-



Warren Rieders



George Parisi

ings and to supervise contest entries and convention exhibits. He will also be given responsibility for running the headquarters office.

Membership and membership service activities will be assigned to Mr. Parisi.

Each comes to DMAA with the kind of experience and background that should enable him to add immeasurably to the achievement of the association's continuing goal of doing the best possible job for its members.

Mr. Rieders has been with Reynolds & Reynolds and has served in administrative capacities with the Spicene Co. of America.

Mr. Parisi has been with two of the nation's leading trade associations, the American Newspaper Publishers Assn. and the American Gas Assn.

Their appointment to the staff was announced concurrent with the disclosure that Herb Rohrbach, who had served the organization for the past four years, had resigned to accept another position.

### Standards Folder Sent to Members

A four-page folder, containing the 11 points of the DMAA Standards of Practice, as well as editorial discussion of their importance, has been distributed to the association's entire membership.

The brochure makes the point that direct mail advertising is strongly influential upon the consuming public. "Whatever the physical form of your direct mail advertising," it notes, "... you only do yourself, and all advertising, a disservice when the content of the piece and its intent does not conform to the Standards of Practice of the DMAA."

### Nauheim Heads Workshop

NEW YORK—The Financial Workshop scheduled to be held here Nov. 29 will meet under the direction of Ferd Nauheim, of Kolb, Voorhis & Co., Washington.

Both this meeting and the Business Letter Workshop, to be held Nov. 15, will convene at the Hotel Plaza.

### Calendar of Events

#### SEPTEMBER

- 22 New York, N. Y. — Seminar for Australian public relations group, Baruch School, CCNY.

#### OCTOBER

- 9-13 Miami Beach, Fla. — 43rd Annual Convention, Americana Hotel.

#### NOVEMBER

- 15 New York, N. Y. — Business Letter Workshop, Plaza Hotel.  
29 New York, N. Y. — Financial Workshop, Plaza Hotel.

FREE



BOOK

### TESTING LISTS FOR PROFITS

How should you go about testing different kinds of mailing lists? What constitutes a reliable test sample?

You will find these and other questions discussed in **PLANNED CIRCULATION's** latest booklet on **The Function of Mailing Lists in Direct Mail Advertising.**

You can get a copy simply by phoning or writing us. No cost . . . no obligation . . . no salesmen. Just another way we have as list brokers of helping you make your direct mail more effective and profitable.

#### PLANNED CIRCULATION

Mary Bertha McGuire  
19 WEST 44 ST. NEW YORK 36, N. Y.  
MUrray Hill 7-4158

get the  
professional  
approach

... to your

**DIRECT MAIL**



For a FREE roster of members of **MASA**, the professional creators and producers of **BETTER** direct mail, write to:

**mail advertising  
service association**

INTERNATIONAL

18120 James Couzens Hwy.  
Detroit 35, Michigan

### CHAIR COPY FROM ENGLAND

In May Scuttlebutt, we mentioned that Jules Paglin in New Orleans had kept the wonderful "chair copy" from England which we had been trying to find for years. It was written back in the 20's and 30's. The young adman author was killed during the war and all records lost.

So . . . for the records . . . here is copy you may enjoy reading and filing. Breathes life into inanimate objects.

\* \* \*

#### *Chair for Gentlemen Intending to Marry — But Not Yet.*

For evenings between engagements, and on which you aren't engaged. . . . For counting your blessings and trying to remember the color of their eyes. . . . For feeling relieved that the dance band is as far away as Berlin. . . . For the rich and rare enjoyment of a drink you bought yourself. . . . For the pleasure of solving a thriller and finding you were wrong. A splendid, utterly self-ish chair . . . a chair from which, when the telephone rings, you say: "No, you come round here." . . . **THE BUOYANT UPHOLSTERY CO., SANDIACRE, NOTTS.**

\* \* \*

#### *Chair for Failing to Assert Parental Authority.*

Have you ever waited up for those youngsters . . . so late that, although you have kept the fire in, the room begins to feel cold? Ah—then you know what a test of any easy chair the early hours can be. . . . A **BUOYANT** Chair survives this test, if anything too well. It spoils the fine rage that ought to explode when you hear the key in the door. Softens you just when you mean to put your foot down once and for all. Keeps you so comfy and so content . . . that you wonder why dances that end at twelve should be over as early as three.

\* \* \*

#### *A Place For You!*

If you are, like the rest of us, patient, hard-working, unselfish, dependable, downtrodden, sensitive, misunderstood — it is time you were rightly rewarded. Time you had your Chair . . . ! A big broad chair that has no corners, no complaints to make. A chair that likes your length of limb and fits your frame of mind. . . . Knowing that you are secretly lazy, and giving you every excuse.

Feeling that all you really need is petting now and then. . . . This week is **BUOYANT Week**—and such a chair is waiting just for you!

To Sons with cold-water towels 'round their heads and a beastly exam in the offing—who haven't a hope in the world of passing, but have to put up a show—and who might be allowed to work anywhere if it weren't for that awful pipe—

To Daughters who say they aren't children now, and can quite well look after themselves . . . who want to know why they need to learn to cook when you can pay people to do it . . . and who certainly aren't going to marry if that's all there is to it . . .

To all the People who sometimes feel that life is a bit too much . . . these Chairs, every single one of which is a shameless luxury! A soft spot where human failings are flagrantly indulged. A refuge where comfort is carried to the very verge of sin. Every one is a private nirvana. Every one is a **BUOYANT Chair**.

\* \* \*

To Fathers who never knew such a house and can't get a moment's peace . . . who never have time, good heavens, no! to get any reading done, but who don't mind dozing for half-an-hour when they've several things to think out . . .

To Mothers whose children are perfect angels as long as they're asleep . . . who, with luck, will get a lot of sewing done this afternoon . . . who like playing bridge as much as anybody, not NOT at Mrs. Thornton's on those fine old wooden chairs . . .

To Aunts who are welcome because they're so sympathetic and self effacing . . . of whom it is thought that there was a man once, but many years ago . . . who are secretly glad to be left alone if they're left alone in comfort . . . •

### PROGRESS REPORT ON SMELLIES

Some movies these days are blessed with an aroma because the producers put it there. Specifically, Mike Todd Jr.'s, "Scent of Mystery." So far, any odor connected with television shows has been purely involuntary.

Now your direct mail advertising can lay in your prospect's morning mail, wafting aromas from floor to ceiling. Now at last—wall to wall smell.

And don't think for a minute that



your choice of nose ticklers is limited to a few perfumes and fruit flavors. The days of the lavender scented envelope are gone forever. Smells today are available in varieties and numbers inconceivable a few years ago.

Fragrant Process Company, 667 Madison Avenue in New York City has issued a list of new aromas available for a wide variety of purposes. A few of these are "coffee cake," "celery," "carrot," "clean linen," "tobacco," "leather," and oddly an aroma called simply "masculine."

Opportunities for use appear boundless. One aroma called "new car smell" would be a godsend to used car salesman who could spray a few whiffs in those beat up old police cars and taxicabs they've repainted, and subliminally raise the price a very un-subliminal \$200. Or imagine the wife who has a tiff with hubby who's just given up smoking. The poor guy comes home and everywhere he goes from parlor to pantry, all he can smell is "tobacco." Pure sadism.

Another smell available is "potato," but not any kind of potato—*fresh earth* potato—Presumably this subdivision augers well for the introduction of "potato-sweet," "potato-hot" and "potato-french-fried."

It may be that you have a product that could benefit from some aromatic direct mail. If you're a lumber dealer, they have "balsam," "cedar," "pine" and "spruce." Could be you sell meats by mail. They have "smoked ham," "bacon" and "barbecue." If you sell candy, they have "chocolate." If you happen to be an Esquire or a Kiwi or Shinola, they have a "shoe polish" smell.

If you think there may be an applicable scent that will tie in, why don't you write Fragrance Process for their list of available scents. Might be a good way to make your mail more interesting and appealing.

One caution, though. If you're in the commercial fertilizer business, forget it. •

A man applying for a job asked the interviewer, "Will your company pay my hospital insurance?"

"No, you pay for it. It will be deducted from your check."

"Last place I worked they paid for it."

"Did they give you life insurance too?"

"Sure did . . . and a Christmas bonus, coffee breaks and . . ."

"Why did you leave such a perfect place?"

"The company folded."

# NOW!...put PICTURE POWER into your sales message...

with



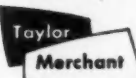
## SELL-O-VUE by taylor-merchant

Taylor-Merchant's sensational new Sell-O-Vue gives you twice the impact at no greater cost!

Sell-O-Vue provides a dramatic 8-frame high fidelity full-color filmstrip, and a unique folding precision viewer—plus a printed brochure-folder for telling your story in full detail.

The clever combination—viewer, filmstrip, brochure-folder—is in aggregate a dynamic self-mailer that actually costs less than the usual color brochure alone! And it mails for a 4 cent stamp.

Phone or write on your letterhead today for free sample of this new sell-on-sight mailer. No obligation at all.



the taylor-merchant corporation  
48 west 48th street, new york 36, n. y.  
PLaza 7-7700

Dept. R-8

## HOLIDAY

### "IDEA" LETTERHEADS IN FULL COLOR



New and distinctive designs! Colorful, illustrated 8½" x 11" stationery that adds Holiday spirit to season's greetings, bulletins and sales messages!

CATALOG FREE ON REQUEST!  
Includes copy suggestions.

IDEA ART

309 Fifth Ave., New York 16

## FREE TRIAL BRAND NEW CURRENT ISSUE CLIP BOOK of LINE ART YOURS FOR 30-DAY FREE EXAMINATION

Try it in your own office for 30 days! Puts professional flavor into low-budget paste ups . . . saves time and money. Used by ad agencies, art studios, printers and industry. Dozens of top quality line drawings every month. Ready to use—just clip and paste! Just jot a memo on your company letterhead: "Send me the current 'Clip Book of Line Art' on 30-day approval." No obligation!



HARRY VOLK JR. ART STUDIO  
PLEASANTVILLE 3. NEW JERSEY

Direct Mail and Mail Order

## COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

**ORVILLE E. REED**

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

## BIG RUN PRINTING PROBLEM?

Carey can solve it—speedily, colorfully and economically. Our roll-fed printing and unique paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

**CAREY PRESS  
CORP.**

406 W. 31 St., N. Y. 1

We represent hundreds of the finest mail order and compiled lists available. Send us your mailing piece (or phone SPing 7-7460,) and we will recommend the best lists for YOUR needs FREE OF CHARGE.

**WILLIAM MADDERN INC.**

215 PARK AVE. SOUTH • N. Y. 3, N. Y.

## WEST COAST MAILING LISTS

Business & Consumer  
List Broker & Compiler  
Write for Catalog

**Boynton & Staff Inc.**  
420 Market St., San Francisco

Every style  
in our Film  
Lettering  
Library

**Flexo-Lettering**  
CO., INC.  
305 East 46th St., N. Y. 17  
PL 3-4943

**STILL ONLY 50¢ a word!**

\* ORDER BY NAME FROM SPECIMEN  
BOOK SENT ON RECEIPT OF 25¢

## If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

Write for information—no obligation.

**DeMutator N. V.** Willemsparkweg 112  
Amsterdam, Holland

**Let Me APPRAISE Your Copy-Slant...  
...and UPGRADE Its Selling Force!**

As a veteran fixer of mailings, I should enjoy studying yours. I might come up with a fresh slant that could launch your item into a long-time selling orbit. Send me all mail-pieces on article you're testing—for my SPECIAL \$25 COPY-FORCE DIAGNOSIS, with treatment recommended for more orders. Gaylord Johnson, 31-B Venetian Way, Miami Beach 39, Florida.

Dear Dr. (Fill in)

## TRISKADEKAPHOBIA!

This word, as you probably know, describes the fear of the number 13. I don't have it, and I hope you don't!

For this reason, I'm sending you this letter which is NUMBER 13, just to prove it will be the means of shaking you loose from that old unpaid balance of \$ (fill-in)

The enclosed addressed envelope oughta help...and thanks.

Cordially yours,  
J. B. LIPPINCOTT COMPANY

H. J. Beard, Manager  
PERSONAL ACCOUNTS DEPARTMENT

HJB:PER

P.S. To insure proper credit return this letter with your check.

## GOOD COLLECTION LETTER

This is one of the last collection letters to be written by Harry J. Beard, who for more years than we can remember has been writing such masterpieces for J. B. Lippincott Co., of Philadelphia, Pa. Harry retired on June 15, 1960 . . . since his last

birthday in February put him in the 65 bracket. We hope he will keep busy writing books . . . or something. The letter reproduced above pulled immediate responses in the way of checks from accounts as old as 1956. •

## WHAT THE PARTY PLANKS

SAY ABOUT THE POST OFFICE

(Take Your Pick)

### Democratic

The Republican policy has been to treat the United States postal service as a liability instead of a great investment in national enlightenment, social efficiency and economic betterment.

Constant curtailment of service has inconvenienced every citizen.

A program must be undertaken to establish the Post Office Department as a model of efficiency and service. We pledge ourselves to:

1. Restore the principle that the postal service is a public service.

2. Separate the public service costs from those to be borne by users of the mails.

3. Continue steady improvement in working conditions and wage scales, reflecting increasing productivity.

4. Establish a long-range program for research and capital improvements compatible with the highest standards of business efficiency.

### Republican

The remarkable growth of the Post Office since 1952 to serve an additional 9,000,000 urban and 1,500,000 farm families must be continued.

The Post Office must be continually improved and placed on a self-sustaining basis. Progressive Republican policies of the past seven years have resulted in reduced cost, decentralization of postal operations, liberal pay, fringe benefits, improved working conditions, streamlined management and improved services.

## STOP, THIEF!

Check raisers had best be wary from this day forth, or a slip of the wrist may cause them no little embarrassment. Hammermill Paper Company has just announced the introduction of their new Sentry Safety Paper. The new paper embodies a special inked watermark which bursts forth with the words STOP STOP STOP when ink eradicator is applied to it. This STOP legend appears on *both* sides of the check to protect endorser and the drawer.



To introduce this new Sentry Safety Paper, Hammermill has placed inserts in four banking magazines, and utilized a three-part mailing campaign to bankers, bank stationers, and printers who produce checks, legal documents and negotiable instruments.

The first mailing is a life-size silk screened sentry (genus, Buckingham Palace complete with Shako). A generous supply of safety paper is attached to the figure. Second part is a tiny model of the same sentry with a one-inch sample tucked under the figure's arm.

The third mailer is a do-it-yourself kit called "How To Catch A Thief." This small box contains sample checks (in seven colors and white) and a small vial of ink eradicator.

In the jargon of the low-life, nimble fingered paper hangers will undoubtedly be gaffed by this silent stool pigeon. •

# THIS... IS

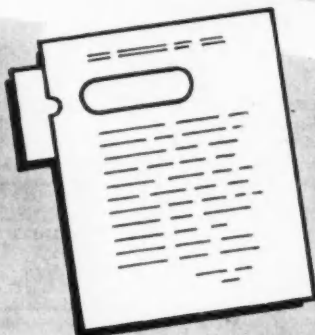
# *Ansa-letter*

**THE DIE-CUT LETTER WITH POCKETED REPLY FORMAT  
— FOR ALL YOUR DIRECT MAIL NEEDS**

**MOST ECONOMICAL MAILING PACKAGE**

- SAVES YOU DOLLARS PER THOUSAND
- GIVES YOU MANY ADDED RETURNS
- STRETCHES YOUR DIRECT MAIL ADVERTISING DOLLAR

**— TEST IT NOW!**



8½ x 11 letter, reply card and glassine window carrier envelope. Typical 100,000 price, two color letter, with signature in third color; black ink reply card and envelope — \$17.85\* per M.

This size ideal for solicitations concerning insurance, publishing, mutual funds, investments, industrials, etc.

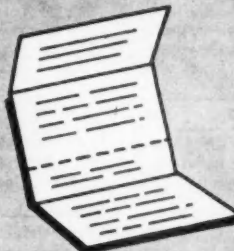
# THIS, TOO... IS

# *Ansa-letter*



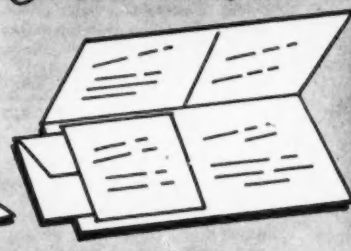
6 x 9 letter, reply card, envelope.  
Same colors as above  
— \$16.20 M\*.  
in 100,00 quantity.

This size ideal for letters with little copy, short sales story.



7¼ x 10¾ Self-envelope. 2 colors each side — perforated and gummed — 100,000 quantity. \$12.85 per M. Printed 2 sides\*.

This format unexcelled for advisory services, magazine renewals, collection letters, etc.



Self-Mailer open 8½ x 11, folded twice. Typical 100,000 price 2 colors each side — \$15.75 per M\*.

This format, completely printed on two sides, (patch can be printed to match balance of layout) — no wasted space — is best for mail order, opening charge accounts, publishing... wherever there is a need for more than the average amount of copy or illustration.

You can have samples of the above, including price schedule for quantities of 5,000 to 1,000,000 by writing on your letterhead to Mel Berlin S/P/M.

\* Prices quoted are from your mechanicals, plus cost of plates.



# *Ansa-letter*

DIVISION OF LATHAM PROCESS CORP.

200 HUDSON STREET  
NEW YORK 13, N.Y.  
WOrth 6-4500

Rates \$1.50 per line \$1.00 Situation/Help Wanted Minimum 4 lines  
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSHING SERVICE  
4 S. Williams St., Whitehall, N. Y.

SPEEDAUMAT—Embossed. Guaranteed 100% correct \$35.00 per M. Fast delivery. The Roskam Co., 1905 West 43rd, Kansas City 3, Kans. TALbot 2-1881.

## ADDRESSOGRAPH PLATES

Brand new plates & frames for your addressograph & speedaumat machines. New lower prices. Immediate Delivery.

DEAN FORREST CO.  
7 Foster Street, Revere 51, Mass.

## ADDRESSING SCRIPTOMATIC

Scriptomatic Addressing on job or contract basis—cheaper than you can do it yourself.

JEROME S. FINSTON  
Lynbrook, L.I., N.Y.  
LYnbrook 9-2705

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TALbot 2-1881.

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

## THE BOOK OF PANELS

for offset contains 369 different art panels, including coupon, guarantee and label borders plus nearly 500 symbolic designs for page ornamentation. ONLY BOOK OF ITS KIND — thousands in use. 32 pages. 8x10 1/2 in., only \$4.00. Many other books of promotional art and type fonts for paste-up. Free folder.

A. A. ARCHBOLD, PUBLISHER  
Box 332-K Burbank, Calif.

## BUSINESS BUILDERS

Get more business with NEW 1960 Election Gadget. Free Samples and Sales Ideas. As low as 3 1/2c each with your imprinted sales message. Marvics Corp. Brooklyn 22, N. Y.

## CANADA'S BEST MAILING LIST

165,000 live names on Elliott stencils  
Call your list broker—TODAY  
or ToBe's, St. Catharines, Ontario

## DIRECT MAIL PRINTING—MAILING

WE'LL BET FIVE BUCKS—If you mail 250 M or more pieces of letter-mail per year, we can save you \$500 or more, if you mail from Kansas City. Send samples or specifications. The Roskam Co., Printing & Mailing Division, K. C. 41, Mo.

## EQUIPMENT FOR SALE

NEW Available NOW! Elliott Model 3000 Senior with Cheshire punch and feed to accommodate Stencil 2" x 3" at speed of 12,000 per hour. Substantial saving — Act Now. Box #82, The Reporter of Direct Mail Advertising.

Graphotype Model 6381. Set for C plates. Autotype perforator #67949. Good condition. Best Offers. E. Bulger, Matthew Bender & Co., Inc., Albany 1, New York.

## CLOSE-OUT BARGAINS! MULTIGRAPH ITEMS

Letter segments \$7.50; legal \$8.50; Vertical \$20; 1 1/4 space \$20. No. 59 typesetters \$17.50; No. 39 \$12.50. Drum holders \$3; flexotype blankets \$5. Special quantity prices. Also other items. F.O.B., N. Y.

MAILERS INC.

40 W. 15th St., N. Y. 11, N. Y. CH 3-3442

## EQUIPMENT WANTED

WANTED: PHILLIPSBURG INSERTING  
AND MAILING MACHINE

Send particulars to Ray D. Cherry  
1120 W. Peachtree St., N.W., Atlanta, Ga.

## FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES  
GUARANTEED 100% ACCURATE  
ELECTRONIC SELECTED  
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers  
Banks-Churches-Institutions  
Choice of 350 Other Lists

"We Charge ONLY for Addressing"  
(Usually Completed within 3 Days).

Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.  
STillwell 4-5922

## MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines or Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

SPECIAL LISTS! 75,000 Retired Male Federal Employees—\$15 per M; 100,000 Women Church Workers, and 100,000 Women Who Sew — \$10.50 per M. Also names of 50,000 "Expectant" Mothers monthly. Query on these. Mail-trader, Box 643, Ann Arbor, Michigan.

ENGINEERS AT THEIR HOME ADDRESS. Over 125,000. Select by types. On speedaumat plates. Lowest rates. Marketing/Technology, 4616 Red Bank Rd., Cincinnati 27, O. BR 1-3200.

100M Catholic buyers on plates: CALL YOUR LIST BROKER or write

St. Anthony's Gift Shop  
120 Liberty Street, New York 6, N. Y.

## MAILING LISTS

Occupant Gas Station List — 150,000 names your literature addressed or on roll labels \$15.00 per 1,000.

Wholesale Printers  
760 Market St.  
Waukegan, Ill.

SCHOOL LIST . . . approximately 80M public, parochial, and private elementary and high schools, educational supervisors, and superintendents. All states. On 2x4 1/2 inch Elliott Stencils. Not a rental, but for sale at LESS THAN RENTAL PRICE . . . and including almost 1000 Elliot file drawers. Box 81, Reporter of Direct Mail Advertising.

20,000 FREE SPENDING Florida Visitors' names compiled weekly on labels. Proven sales getters by Book-of-Month, others. \$17.50 per M. \$15 per M in 10M lots. Sara-Kay Imports, Dept. 135R, Tallahassee, Florida.

## MAILING LIST FOR SALE

26M Pollard-Alling plates. CPA, Tax Mgrs. and Consultants. Write V. Manzo, 118 Convent Place, Yankers, New York.

## MAILING MACHINES AND SUPPLIES

REBUILT ONE YEAR GUARANTEED  
ADDRESSOGRAPHS - SPEEDAUMATS - ELLIOTT'S  
PLATES - FRAMES - TRAYS - CABINETS  
EMBOSSING ADDGPH & SPEED PLATES  
FOLDERS - SEALERS - PITNEY BOWES  
TYING MACHINES - LETTER OPENERS  
MAIL BAG RACKS - MAIL SORTING BINS  
MAILERS EQUIPMENT CO., INC.  
40 W. 15th St., N. Y. 11 CH 3-3442

SPEEDAUMAT ADDRESSERS  
AUTOMATIC GRAPHOTYPES  
ADDRESSOGRAPHS — GRAPHOTYPES  
CABINETS — TRAYS — FRAMES — PLATES  
MULTILITHS — MULTIGRAPHS — FOLDERS  
PITNEY BOWES—TYING MACHINES—  
OPENERS—ELLIOTT'S—LETTER OPENERS  
ALL EQUIPMENT REBUILT AND GUARANTEED  
AMERICAN BUSINESS MACHINES, INC.  
573 BWAY, N.Y. 12, N.Y.—WO 6-4334

## MAILING MACHINES

PITNEY-BOWES — RS, RD, AV  
ADDRESSOGRAPHS — GRAPHOTYPES  
LOWEST PRICES — GUARANTEED  
WILLIAM MARION CO.  
173 LAFAYETTE ST., N. Y. — WO 6-5931

## SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$37.50 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUdson 6-3530.

NEED SKILLED GRAPHOTYPE OPERATORS?  
You can make 50% to 100% profit by using our Graphotype Dept. as your own. Beautiful embossing, fully punctuated with less than 1% error. Pure Zinc Speedaumat plates. Prompt dependable delivery. Two shift service. 100% accuracy guaranteed.  
Cost — Speedaumat — \$37.50 per M. Other plate prices on request — send details.  
ADVERTISERS ADDRESSING SYSTEM  
703 N. 16th St., St. Louis 3, Mo.



## CONTACTS INFLUENTIAL

Bound Editions  
Seattle and/or Portland, Ore. editions at less than \$2.00 per thousand names. SEATTLE—approx. 7000 persons occupying positions of management.  
PORTLAND—approx. 6000 persons named. Business addresses, positions, cross-reference and other pertinent data is included. Price \$12.00 each.

## CONTACTS INFLUENTIAL

1222 2d Avenue, Seattle 1, Wash. MA 4-7867

## HELP WANTED

### National Direct Mail SALES REPRESENTATIVE

Exceptional opportunity in one of America's largest and fastest growing direct mail companies—clients include many of the nation's top advertisers. We're looking for a man to sell and service blue chip accounts in Chicago or New York. If you're interested in earning well over \$10,000, are 28-38, have had at least 2 years of college, and have had previous successful experience selling intangibles, the graphic arts, grocery products, or advertising—write Don McLeese. Reply confidential.

Mail Advertising Corporation of America  
435 North LaSalle, Chicago, Illinois  
(offices in principal cities)

## MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:  
New York City Area . . . Mr. J. Dudley Broderick, Hundred Million Club, Job Placement Committee, c/o Doubleday & Company, 501 Franklin Ave., Garden City, L. I., New York.  
National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 3 East 57th St., New York 22, New York.

## TUT! TUT! AND WHAT'S THIS?

Advertising and selling folks in Philadelphia received the following surprising letter . . . well-processed and filled in:  
Gentlemen:

Are you tired of direct mail advertising?  
As I write this I think how tired of it I am. But it has to be read—or something good can be missed.

Now — this Metalworking Directory we are writing about — described in the attached brochure.

It is new — it is the first time it has been done.

If you have any interest in selling the metalworking plants in this section — or in the country as a whole — I'd think you'd want this.

If you do — return the enclosed order blank.

Thank you.

Sincerely,

How's that for a negative approach? Letter was signed by the district manager of the famous mercantile agency, Dun & Bradstreet, Inc. Wonder what some of the direct mail experts at D&B think of it? They have used tons of direct mail continuously these many years. ●

## NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly roundup of . . . "Names In The News"

Eugene E. Bachman, president of Bachman Letter Service, Inc. announced firm will be known as Bachman & Associates, Inc., N. Y. C. . . . Walter Berdahl new copy-contact man at Gamut Advertising, Garden City, N. Y. . . . Johnston Bird promoted to senior Vice President, Dickie-Raymond, Inc., Boston. . . . Larry de Frances appointed to key position of sales manager, Hotel Roosevelt, N. Y. C. . . . C. Freeman appointed manager, advertising and sales promotion of Worthington Corp., Harrison, N. J. . . . James A. Gordon appointed to the newly-created position of assistant advertising manager of H. J. Heinz Company, Pittsburgh. . . . Ernest J. Haar, sales planning manager of Ray-O-Vac, Madison, Wis. has been elected president of the National Sales Executives Club of Madison. . . . Norman R. Kearney of Keystone Letter Service elected president of Boston Chapter of the Mail Advertising Service Assn. . . . Joseph B. Legler appointed advertising and sales promotion manager for Hancock Industries, Inc., Jackson, Mich. . . . Don Lewis has joined Leslie Advertising Agency, Greenville, So. Car. as an account executive. . . . Harry Dee Moore has joined staff of Creative Advertising Agency, Grand Rapids, Mich. as public relations director. . . . Arnold "Jim" Morse has joined the advertising department of Rodale Press, Inc., Emmaus, Pa., publishers of Organic Gardening, Prevention and Compost Science Magazines. . . . Ezra Pincus named advertising promotion manager of Women's Wear Daily, a Farichild Publication, N. Y. C. . . . Troy Rodlun received the

"Direct Mail Man of the Year" award at the 5th Annual Direct Mail Day luncheon of the Mail Advertising Club of Washington, D. C. . . . Raymond C. Strawbridge (retired recently from Dickie-Raymond, Inc.) named an honorary life member of the Advertising Club of Boston. . . . Joseph J. Sullivan named to the newly created position of director of sales of the Remington Rand Portable Typewriter Division of Sperry Rand Corp., N. Y. C. . . . The appointment of Roy Taff as account executive has been announced by Horace Sadowsky & Associates, advertising and design for industry, Hicksville, N. Y. . . . I. M. Van Gelder, The Reuben H. Donnelley Corp. was reelected President of the Mail Advertising Service Assn. of Chicago. . . . Michael C. Wales named director of sales for the Ave Maria Press, a publishing firm operated by the Holy Cross Fathers, and located on the Un. of Notre Dame campus, South Bend, Ind. . . . The Board of Directors of James Gray, Inc., N. Y. C. direct mail organization, has announced election of H. Leslie Ward as Chairman of the Board. . . . Harold B. Wilson, formerly divisional manager of advertising and sales promotion, appointed director of advertising and sales promotion, Hammermill Paper Co., Erie, Pa. . . . Chase Direct Mail Service Corp. moved its plant and offices to 305 East 45th St., New York 17. . . . Vanguard Advertising moved from 15 East 40th St., to 2 West 45th St., New York 36. . . . Associated Third Class Mail Users now located at 100 Indiana Ave., N.W., Washington 1, D. C. ●

### "Instantaneous Appeal"

Make the "approach" of your advertising inviting — exciting; impelling — selling. We Can!

"That Yellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

## \$3000 in PRIZES

P. I. A. PRINTERS and  
LITHOGRAPHERS

Self-Advertising  
Exhibition and Awards

## SHAKING HANDS CAN COST YOU PLENTY

Depending on your type of business it costs from \$4 to \$78 every time one of your salesmen meets a prospect just to say "Hello". Where so-so prospects don't justify the expense of a month in-month out personal sales call keep in touch with them with the motto direct mail campaign. Your monthly call by mail will cost dimes instead of dollars, and do a whole lot of a job for you. Want information? Write on your business letterhead.

LET'S HAVE  
BETTER MOTTOES ASSOCIATION  
2127 East Ninth St.  
Cleveland 15, Ohio



# Direct Mail

## ADDRESSING

Creative Mailing Service, Inc., 460 N. Main, Freeport, N. Y. (FR 8-4839)

## ADDRESSING AND MAILING

Mailmasters, Inc., 460 Nordhoff Place, Englewood, N. J. (LO 7-4811)  
The Bookham Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)

## ADDRESSING SCRIPTOMATIC

Jerome S. Flinston, 172 Scranton Ave., Lynbrook, L. I., N. Y. (LY 9-2705)

## ADDRESSING — TRADE

Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-5222)  
The Bookham Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)  
S & S Typing Service, 395 Fifth Avenue, N. Y., N. Y. (MU 2-9226)

## ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL

Berry & Ross Advertising, 101 West 42nd Street, New York 36, N. Y. (TH 7-1160)  
The Buckley Organization, Philadelphia Nat'l Bank Bldg., Phila. 7, Pa.

## ADVERTISING ART

A. A. A-shold, Publisher, 419 South Main Street, Burlingame, Calif. (TH 2-2793)  
Idea Art, 307 Fifth Avenue, New York 16, N. Y. (MU 6-7270)  
Harry Volk, Jr. Art Studio, Pleasantville 3, New Jersey

## ADVERTISING SPECIALTIES

Flexo-lettering Co., Inc., 305 East 46th Street, New York 17, N. Y. (PL 3-4943)  
Gries Reproduction Corp., 125 Hoeschwood Ave., New Rochelle, N. Y. (NR 2-8040)  
Taylor-Merchant Corp., 48 West 48th Street, New York 36, N. Y. (PL 7-7700)

## ART AND DESIGN FOR DIRECT MAIL

Al Corchia, Jr., 215 Park Avenue So., New York 3, N. Y. (OR 4-5740)

## AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)  
The Bookham Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)

## BOOKS

Reporter of Direct Mail, 224 7th, Garden City, N. Y.  
Dogs That Climb Trees, 1.00  
How To Get The Right Start In Direct Advertising, 1.50  
How To Think About Direct Mail, 1.00  
How To Think About Letters, 1.00  
How To Think About Readership of Direct Mail, 1.00  
How Direct Mail Solves Management Problems, 1.00  
How To Think About Showmanship in Direct Mail, 1.00  
How To Think About Mail Order, 1.00  
How To Think About Production and Mailing, 1.00  
How To Think About Industrial Direct Mail, 3.00

## COLLECTIONS

Arrow Service, 9 Yates Street, Schenectady 5, New York

## COPYWRITERS (Free Lance)

Paul J. Bringe, 4531 North 35th Street, Milwaukee 9, Wisconsin  
B. T. A. House, 270 Madison Avenue, New York 16, N. Y. (MU 3-1455)  
Alfred G. Latch, 22448 Barbara Street, Detroit 25, Mich.  
Betty Mathewson, 182 Cooper Avenue, Upper Montclair, N. J. (PL 6-5255)  
Ovillie E. Reed, 106 N. State St., Howell, Mich. (Tel.: 65)

## DIRECT MAIL AGENCIES

Ahrend Associates, Inc., 601 Madison Ave., N. Y. 22, N. Y. (PL 1-0312)  
American Mail Advertising, Inc., 610 Newbury St., Boston 15, Mass.  
R. E. A. House, 270 Madison Avenue, New York 16, N. Y. (MU 3-1455)  
Borowski Advertising, 215 West Navarre St., South Bend 1, Indiana (CE 2-1405)  
Leo P. Butt Jr., 61 E. Jackson Blvd., Chicago 4, Ill. (HA 7-9187)  
The Buckley Organization, Phila. National Bank Bldg., Philadelphia 7, Pa.  
Chase & Richardson, Inc., 432 Fifth Ave., New York 18, N. Y. (LA 4-4200)  
Dickie-Raymond, Inc., 225 Park Ave., New York 22, N. Y. (MU 6-2280)  
Direct Mail Markets Co., Inc., 8 East 54th St., New York 22, N. Y. (PL 9-3113)  
Direct Mail Service, 2161 Monroe Drive, N. E., P.O. Box 12446, Atlanta 24, Ga. (TR 3-3221)  
General Office Service, 1355 New York Ave., N.E., Wash. 2, D. C. (LA 9-1272)  
Harrison Service Inc., 219 East 50th St., New York 22, N. Y. (PL 1-2820)  
The Creative Division of James Gray, Inc., 216 East 45th St., New York 17, N. Y. (MU 2-0600)  
John M. Lord & Co., 171 Newbury St., Boston 16, Mass. (CO 7-1020)  
Harold Marshall Advertising Co., Inc., 171 Madison Ave., New York 16, N. Y. (MU 2-0602)  
McVicker & Higginbotham, Inc., 11 West 42nd St., New York 36, N. Y. (OX 5-4082)  
R. E. Polk & Co., 131 Howard St., Detroit 31, Mich. (WO 1-8170)  
Reply-O-Letter, Central Park W., New York 23, N. Y. (CI 3-8118)  
Reply-O-Letter, 661 N. Michigan Ave., Chicago 11, Ill. (MU 2-2878)  
Reply-O-Letter, 10 Post Office Square, Boston 9, Mass. (HA 6-1553)

Reply-O-Letter, 1750 East 23rd St., Cleveland 1, Ohio (PR 1-8470)  
Reply-O-Letter, 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)  
Reply-O-Letter, 2513 Mail-Well Drive, Portland 2, Ore. (OL 4-3141)  
Reply-O-Letter, 1485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)  
Reply-O-Letter, 33 Scott St., Toronto 1, Canada (EM 2-8797)  
Reply-O-Letter, 167 Queen St., Brisbane, Australia (B2411)  
Responda Letter, 411 South Sangamon St., Chicago 7, Ill. (MO 6-9878)  
Responda Letter, New York Office, (EN 6530)  
The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (RA 6-4760)  
Sales Letters, Inc., 153 West 23rd St., New York, N. Y. (WA 9-2680)  
The Smith Company, 67 Beale St., San Francisco, Calif. (SU 1-6564)  
Tallman, Smith & Associates, 410 N. Michigan, Chicago 1, Ill. (WH 3-9008)

## DIRECT MAIL CREATORS AND PRODUCERS

DMCP Associates, Inc. (Headquarters), 1814 Jefferson Ave., Toledo 2, Ohio (CH 4-8316, TWX TO 372 U)

## DIRECT MAIL EQUIPMENT

Bell & Howell Phillipsburg, Phillipsburg, New Jersey  
B. H. Bunn Co., 7605 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4435)  
Chester Mailing Machines, Inc., 1644 No. Honor Street, Chicago 22, Illinois  
Eastman Kodak Company, Rochester, New York  
Pitman Typing Machine Co., 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)  
Pitman, Inc., 2350 Washington Avenue, San Leandro, California  
Scriptomatic, Inc., 319 N. 11th St., Phila. 7, Pa. (WA 2-1211)  
Thomas Collators, Inc., 50 Church St., New York 13, N. Y. (DI 9-2270)  
Vari-Typer Corporation, 720 Frelinghuysen Ave., Newark 12, New Jersey  
Chauncey Wing's Sons, 78 Pierce St., Greenfield, Mass.

## DIRECT MAIL SPECIALTIES

Let's Have Better Motives Assn., Inc., 2123 East Ninth St., Cleveland 15, Ohio (SU 1-4220)  
Orchids of Hawaii, Inc., 305 Seventh Ave., New York 1, N. Y. (OR 6-6504)

## ELLIOTT STENCIL CUTTING

Albee Business Service, Inc., 32-15 33rd St., Long Island City 6, N. Y. (AS 8-4302)  
Creative Mailing Service, 460 N. Main St., Freeport, N. Y. (FR 8-4830)  
Elliott Addressing Machine Co., 117 Leonard St., New York 13, N. Y. (WA 5-1372)

## ENVELOPES

The American Paper Products Co., Envelope Terrace, Southern Blvd., Youngstown, Ohio (SK 8-4545)  
Atlanta Envelope Co., P. O. Box 1267, Atlanta 2, Ga. (TR 6-3686)  
Berlin & Jones Company, 501 W. 26th St., N. Y. C. 1 (WA 4-4400)  
The Boston Envelope Co., 397 High St., Dedham, Mass. (PA 5-6700)  
Cupples-Hesse Company, 1655 East Madison, Des Moines 13, Iowa (AM 2-5604)  
Cupples-Hesse Company, 3833 Michigan Ave., Detroit 16, Mich. (CA 6-7360)  
Cupples-Hesse Company, 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)  
Curtis 1000, Inc., 1000 University Avenue, St. Paul 4, Minnesota  
Detroit Puller Envelope Co., 2119 Howard St., Detroit 16, Mich. (DI 9-2221)  
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 2-3600)  
The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 32, N. Y. (ST 8-2500)  
Heen Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)  
North Coast Envelope Manufacturing Corp., 2 Prince St., Brooklyn 1, N. Y. (JA 2-6161)  
Rochester Envelope Co., 72 Carlissa St., Rochester 14, N. Y. (HA 6-2404)  
S. Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y. (TR 5-6285)  
The Standard Envelope Co., Inc., 1600 E. 30th St., Cleveland 14, O. (PR 1-3600)  
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)  
New York 16; St. Louis 10; Minneapolis 11; Ft. Worth 12;  
Transo Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (HI 8-4914)  
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities  
United States Envelope Co., 217 Broadway, N. Y., N. Y. (RA 7-5700)  
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

## ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 2-3600)  
Heen Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)  
North Coast Envelope Manufacturing Corp., 2 Prince St., Bklyn. 1, N. Y. (JA 2-6161)  
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)  
The Saxon Company, Inc., 480 Lexington Ave., New York 17, N. Y. (YU 6-8565)  
The Wolf Envelope Co., 1740-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

## FOREIGN MAILINGS

De-Mutator N. Y., 1144 Cass Ave., Detroit 1, Mich. (TE 3-6500)  
Dillon-Agnew Associates, 112 Willemssparkweg 112, Amsterdam, Holland  
10 East 49th Street, New York 17, N. Y. (PL 2-0170)  
R. Hill & Son, Ltd., Kent Street, AUSTRALIA, S.E. 1, New Zealand  
Letters I & S A., Inc., 1166 Sixth Avenue, N. Y. 36, N. Y. (CO 3-2204)  
Manuel Carago, Montaner 523, Barcelona 6, Spain  
C. F. Sandberg, Direct Mail A/S, Rindhurst, 8 Oslo, Norway

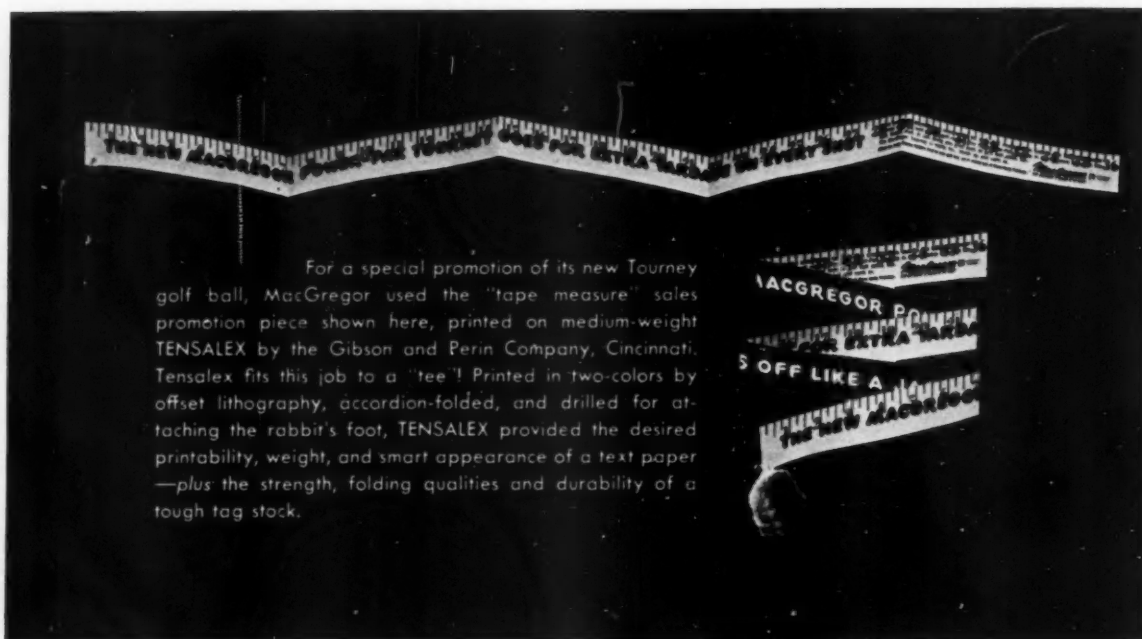
## INSERTING SERVICE — AUTOMATIC MACHINE

Advertising Distributors of America, Inc., 1144 Cass Ave., Detroit 1, Mich. (TE 3-6500)  
Advertising Distributors of America, Inc., New York  
25 machines, 400 Madison Ave., New York 17, N. Y. (MU 8-6500)  
Bundled Mailings Inc., Nationwide, 734 9th Ave., Brooklyn 32, N. Y. (BO 8-4870)  
Creslation Associates, 1745 Broadway, New York, N. Y. (JIT 4-5200)  
Creative Mailing Service, 460 North Main St., Freeport, N. Y. (FR 8-4830)  
D & A Electronic Mailers, 918 N. 4th Street, Milwaukee 2, Wisconsin (BR 2-7852)



★

# SORG's *Tensalex*<sup>®</sup> Helps MACGREGOR Put Extra Bounce in Golf Ball Sales!



For a special promotion of its new Tourney golf ball, MacGregor used the "tape measure" sales promotion piece shown here, printed on medium-weight TENSALOX by the Gibson and Perin Company, Cincinnati. Tensalex fits this job to a "tee"! Printed in two-colors by offset lithography, accordion-folded, and drilled for attaching the rabbit's foot, TENSALOX provided the desired printability, weight, and smart appearance of a text paper—plus the strength, folding qualities and durability of a tough tag stock.

The MacGregor "tape measure" is typical of the ways smart printers and advertisers across the nation are using latex-impregnated TENSALOX to help produce outstanding printed pieces.

In maps, catalogs, sewn and pressure sensitive tags and labels, book covers and jackets, brochures—and hundreds of other uses where ordinary paper lacks the tear-strength, flexibility, and wearing qualities required . . . and where other materials such as cloth or cloth-backed paper are both too costly and unsuitable for fine printing—Sorg's TENSALOX is winning new friends every day!

Try TENSALOX yourself! Your Sorg distributor will be happy to furnish sample sheets for first-hand examination. Call him today!



Ask your Sorg distributor for TENSALOX swatch books showing the full schedule of sizes and weights available in stock.



**THE SORG PAPER COMPANY • Middletown, Ohio**

• Manufacturers and Converters of Stock Line and Specialty Papers

Offices in NEW YORK • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

#### SORG STOCK LINES

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL • REGISTER BOND  
MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORG'S BLOTTING • TENSALOX  
GRANITEX • PARCHTEX



# FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that  
with visitors to the Editor of *The Reporter*

"DO NOT ENUMERATE your poultry prior to successful termination of the process of incubation" . . . was the bold wording on a 6x9 inch card from McArdle Printing Co., 24th & M Sts., N. W., Washington 7, D. C. Was identified as one of "Art Graphic's Pompous Proverbs." For a number of years, the McArdle Company has mailed punched wall cards with looney office instructions, such as "Be Neat" (smeared with fingerprints). All were humorous . . . but the new "Pompous Proverbs" are an improvement; a timely joshing of the trend toward too much verbiage. The next card stated: "Pulchritude extends only to the nethermost limits of the dermis." Within a few weeks, a third arrived: "You will find it impossible to indoctrinate a superannuated canine in unfamiliar feats of legerdemain." Since I remembered who invented the mythical character, Art Graphic, I called Boyce Morgan in Washington to find out if he is writing the new series and how the idea is being received. Yes . . . he's writing. And pleased recipients are submitting their own ideas for additional cards. The fourth, a contribution, will pompously proclaim: "Do not scrutinize the orifice of a gratuitous equine." I think the idea is wonderful . . . but for continuous kidding may be the only way to lessen pomposity in business, advertising, government and politics.

We are deluged with pomposity. For instance . . . a recent press release started: "With the desire to achieve optimum results for marketing monies expended by their companies in the decade just entered, a group of some forty key executives in the automotive aftermarket gathered at the . . . etc., etc., etc." Further on we read that the delegates learned from a prominent economist how helpful these meetings can be because "horizontal thinking, by which experiences gained in one industry can be made available to another, beneficially frees management from the restrictive confines of too much introspection." Other talks were equally pompous. Through the fog I gathered that used car dealers are to be known hereafter as "automotive aftermarket specialists." Silly, isn't it?

The biggest bores are the press releases and news items about motivation researches. One recently concerned sport shirt sales. According to the researchers: The 1960 fall sport shirt market will come . . . 65% from "balanced masculines"; 25% from those who are labeled "boastful masculines"; and only 10% from "ostrich types who don't care what they wear." The research attempts to prove that "when men were less confident about the future, they tended to favor 'exhibitionist' type sport shirts and displayed more 'boastfully masculine' personalities. The fact that the trend is now for 'center market' fabrics (Ed. note: Don't confuse this with aftermarket or second hand), colors and patterns in sport shirts may reflect a growing confidence that American men now have not only in the future, but in

their own ability to handle new problems as they come along." The male who has "balanced masculinity" is described as one who "is willing to shape the forces of modern society rather than submit to it." "Boastful masculinity" is described as "a reaction to pressure, but without the confidence of victory. It attempts to express individuality outside the realm of society, while ostensibly submitting to it—a nihilistic rebellion that contributes to delinquency, unproductive beatnikism and a hopeless view of the future. It makes hedonism a sole reason for life." All that baloney over a simple subject, such as sport shirts!

These are not rare instances of pomposity. The examples are getting to be normal rather than unusual. Perhaps this is why so many radio and TV commercials are dull and pompous. The cub writers see the stupid press releases and research reports and think that's what people like to hear. Another reason, perhaps, for so much bad taste in advertising . . . such as the unforgivable barrage of commercials during the last big brawl broadcast and the recent political conventions. The 1960 political conventions added to the flood of pomposity. Most of the columnists and editorialists agreed they were deadly dull, except in rare instances. They were certainly a bad buy for the sponsors of the irritating commercials . . . for the rating on all three networks reached alarming lows. Television has brought the conventions so close to the people that the phoniness is self-evident. The long-winded nominating and seconding speeches are dull and outdated. There is no need for the favorite-son burlesques; the demonstrations by hired outsiders are ridiculous; caucuses and interviews should not be allowed on the floor to interrupt proceedings. Plans should be made to change the character of future political conventions. The pompous dullness and the phony frivolity are outdated. We need a fresh new look.

And we need a fresh new look in advertising. Some of the trade papers and advertising leaders are worried because Madison Avenue and advertising are being criticized by the Federal Trade Commission, legislators, educators and the general public. Why criticize the critics? We've brought the criticism on ourselves . . . by hair-splitting claims, by misrepresentation, by scandals and by exaggeration. No wonder the public looks at advertising with skepticism and is sick, sick, sick of pomposity. Wouldn't it be a good idea to get back to basic fundamentals . . . to make advertising and selling simple instead of complicated? To pin the discussion down to direct mail . . . let's keep it simple, or like Art Graphic, kid the pants off the pompous.

I'M TIRED OF TALKING about the postal rate mess . . . but a few loose ends should be cleared. Last month I squeezed in a last-minute footnote about Congressman Charles Porter's appearance on NBC Today program in

rebuttal to PMG Summerfield's absurd performance. He could not cover the whole story, so on June 29 he gave a thirty-minute talk on the floor of the House about PMG Summerfield's thumbing his nose at Congress and his "gross and intentional misrepresentations of the postal rate and deficit pictures." If you want real lowdown on why "deficit" is not a deficit . . . get a copy of the Porter talk in the Congressional Record.

PMG Summerfield's windup appearance before the final House hearing on the proposed postal bill caused increased temperatures in these parts. He castigated the Associated Third Class Mail Users and brought out more phony figures to refute the ATCMU charges of irresponsible accounting. Near the end of testimony (43 pages) he complained about inability to get cooperation from mail-using field in his efforts to reduce costs by standardization. As an example of this opposition, he said he wanted to quote from an article in the May 1960 Reporter by Henry Hoke, Sr. He quoted a single eleven line transitional paragraph from page 38: It started: "And this reporter says, 'To hell with it,' on the subject of standardizing envelopes." Mr. Summerfield didn't tell the House Committee what preceded (26 lines) and followed (26 lines) the paragraph. I had quoted the delightful description by Whit Hobbs of modern conformity, which is supposed to be fun, fun, fun, but of which Whit said: "To hell with it." And after the paragraph Summerfield quoted, I had given Ed Lustig's well-phrased description of why standardization of formats would hurt direct mail creativeness and impact. My single paragraph didn't mean a thing without the two quotations I had introduced. Just another example of how Mr. Summerfield and his \$373,000 publicity drive have used all sorts of tricky devices to put across his distorted ideas.

Constant repetition of distorted facts will cause the most responsible people to get sidetracked. For example, many Congressmen adopted the idea of mailing questionnaires to their constituents, asking for opinions on important local and national questions. Many of the questionnaires carried this question: "The Post Office Department faces a deficit of more than \$500,000,000 in the coming fiscal year. The President has asked for a one-cent postal rate increase to erase this deficit. Are you in favor of this rate increase?" The tabulated results ran anywhere from 60% to 75% in favor of the increase. Why? The question itself was loaded. The Congressmen who used it were parroting what Summerfield said about a "deficit." How can ordinary citizens judge intelligently if the statement on which they are asked to vote is a lie?

These distortions have caused the direct mail field many headaches. Most of the stories against direct mail originated from distorted official statements. The worst recent case appeared in the August 1960 issue of *Confidential* magazine (pages 38-39-41-42). A Howard H. Fogel authored "Public Nuisance No. 1 . . . Junk Mail." Irrespective of *Confidential's* dubious reputation, the story is damaging and will stimulate the crackpots who misuse business permit cards and envelopes and who write "kill junk mail" letters to editors and Congressmen. The Fogel piece is a mishmash of misinformation contained in testimony before the House Post Office Committee, Post Office press releases, clipping from columnists' attacks on direct mail and other sources of falsities and half-truths.

Let's hope that next year there will be a new atmosphere surrounding all discussions of postal affairs. (See page 36 for the party planks on Post Office.) All of you should

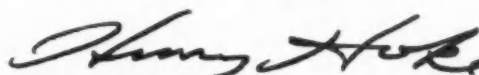
talk to your congressional candidates. Give them the real truth about direct mail and the need for cooperation between the Post Office and the users of the service. There are plenty of reasons for cooperation . . . rather than constant fighting. We may be "agin" complete standardization just for the sake of mechanization . . . but perhaps there are areas for compromise.

THE DEATH TOLL from automobile crashes keeps rising. The soundest proposal for halting the slaughter (in my opinion) was advanced a number of years ago and then discarded, by a man who thought the problem could be solved partly by mail. On his own time and expense this direct mail man prepared elaborate plan portfolios and sent them to the governors of all 48 states. He received personal acknowledgments from governors and safety and highway directors (a nice collection of autographs). Arguments pro and con went back and forth. Nothing was started. Finally, in frustrated disgust, the originator threw all his correspondence away. After seeing a "Letter to the Editor" in the St. Petersburg Times suggesting a somewhat similar solution, I wrote and urged Maxwell Sackheim to forget past discouraging reactions and to try again. Hope he will do it. Times have changed. Situation is worse.

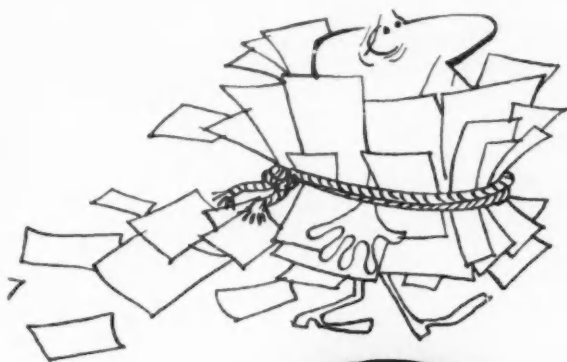
Without going into elaborate detail, Max's plan was simple and practical. His premise was: The only police force big enough and capable enough to watch all reckless drivers is that great body of safe, sane, sober drivers who just don't want to be killed or maimed or to see others smashed to smithereens. The plan: (1) Each governor who approved plan would notify sheriffs to take action. (2) The sheriffs, assisted by local police officers, would select in each area the names of responsible citizens who had blameless driving records. (3) These people, after investigation and training, would be *partially* deputized; that is, for one purpose only—*observation*. (Their cars might be identified as a "traffic observer.") (4) Each person so deputized would carry, in a dashboard box, a supply of postal cards addressed to sheriff's office. (5) When a case of reckless driving was seen, a card would be filled out with license number, checked complaint, location, signature and mailed. (6) To prevent false accusations, mistakes, etc., cards would be filed until four, five, or six reports (some determined number) appeared for a specified license number. (7) Only then would the local officers step in. If violations were serious, personal action could follow; if minor, officer could be on the alert to watch suspected dangerous drivers, or they might be notified by mail that their license to drive was in jeopardy.

That was the nuts and bolts of the direct mail plan to catch and chastise the habitual discourteous, dangerous drivers. The objections some years back were that it was too much of a vigilante setup, was undemocratic, secretive and what-not. I still think that if it was properly administered and intelligently publicized . . . it's the best plan advanced so far to cut down the carnage on the highway. Safety by personalized direct mail.

Good luck always,



3 Bluff View Drive  
Clearwater, Florida  
Telephone: JUNiper 4-3848



## all wrapped up in paperwork?

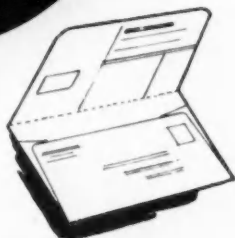
Cupples-Hesse  
created  
**6 ENVELOPES**  
that **SOLVE** a wide  
variety of  
problems

Take this easy, modern-business way to free yourself from mounting paperwork. Put Cupples-Hesse systems envelopes to work—on your staff! Let them save you both time and money! Call Cupples-Hesse with your problem, and let our Creative Design Department solve it completely and economically.



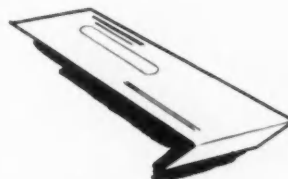
### **BIND IN**

A promotion piece with detachable return envelope is actually bound into catalog or publications reducing communicating cost and speeding return reply.



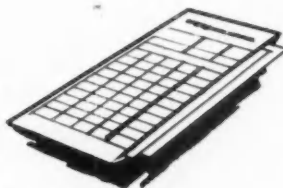
### **FOR SERVICES RENDERED**

A handy envelope that doubles as bill for services rendered and pre-printed remittance envelope. Steps up payments.



### **PAYDAY TIME**

A dependable and confidential way of distributing dividend checks, paychecks or cash. Window allows name of recipient to show through for identification.



### **TALLY-HO,**

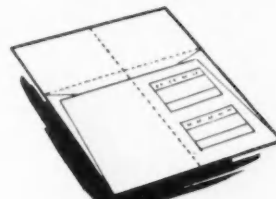
#### **SALES SUMMARY**

Tally envelope for sales personnel, cashiers, etc. A perfect record for daily sales, or envelope for cash receipts. Ideal for any job that notes, accumulates, or reports.



### **PHOTO-FINISH WINNER**

Order and payment all in one. Customer drops exposed film in main pocket, his payment in built-in coin envelope. It's ready to mail.



### **TWIN-VELOPES**

Vital data entered on both envelopes at source of information. Envelopes detached and enclosures sent on separate paths. Greatly decreases paperwork.

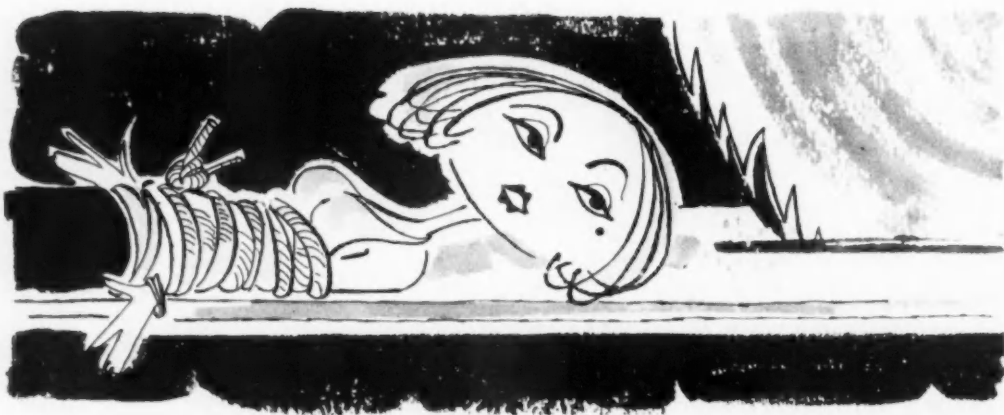


**Cupples-Hesse Company**

Division of St. Regis Paper Company

ST. LOUIS 15, 4110 N. KINGSHIGHWAY / DETROIT 16, 3635 MICHIGAN AVE. / DES MOINES 13, 1657 E. MADISON AVE.

# How to make maidens willing (to buy)



It won't do any good to corner the market in roundhouses, or sew up every sawmill in sight. The modern maiden is past-mistress of such crude contretemps.

If you want her to buy your line, you'll have to convince her it will serve her individual purposes, whether to save time and money, or to catch and hold a man.

When it comes to speaking to individuals—maidens, matrons and misters—on a mass basis, no medium serves better than Mass Mail. This versatile medium combines the selectivity and intimate appeal of a personal letter with the broad coverage of other mass media.

Lemarge is one of the pioneers of Mass Mail.

We've refined and sharpened the techniques of market and product testing and research to a near-science. On the basis of small economical tests, returns from each advertising dollar can be accurately predicted.

Our knowledge recently helped a new and different type of cook book to an overwhelming pre-publication sale. We knew the maidens and matrons who needed it, how to convince them, and the fastest, most effective way to get the message to them.

Whether you're selling cook books or cruisers to the consumer market, chances are we can do as well for you.

**LEMARGE**

*Mass Mail Specialists*

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